

PERSONAL

TRAINER

MAGAZINE

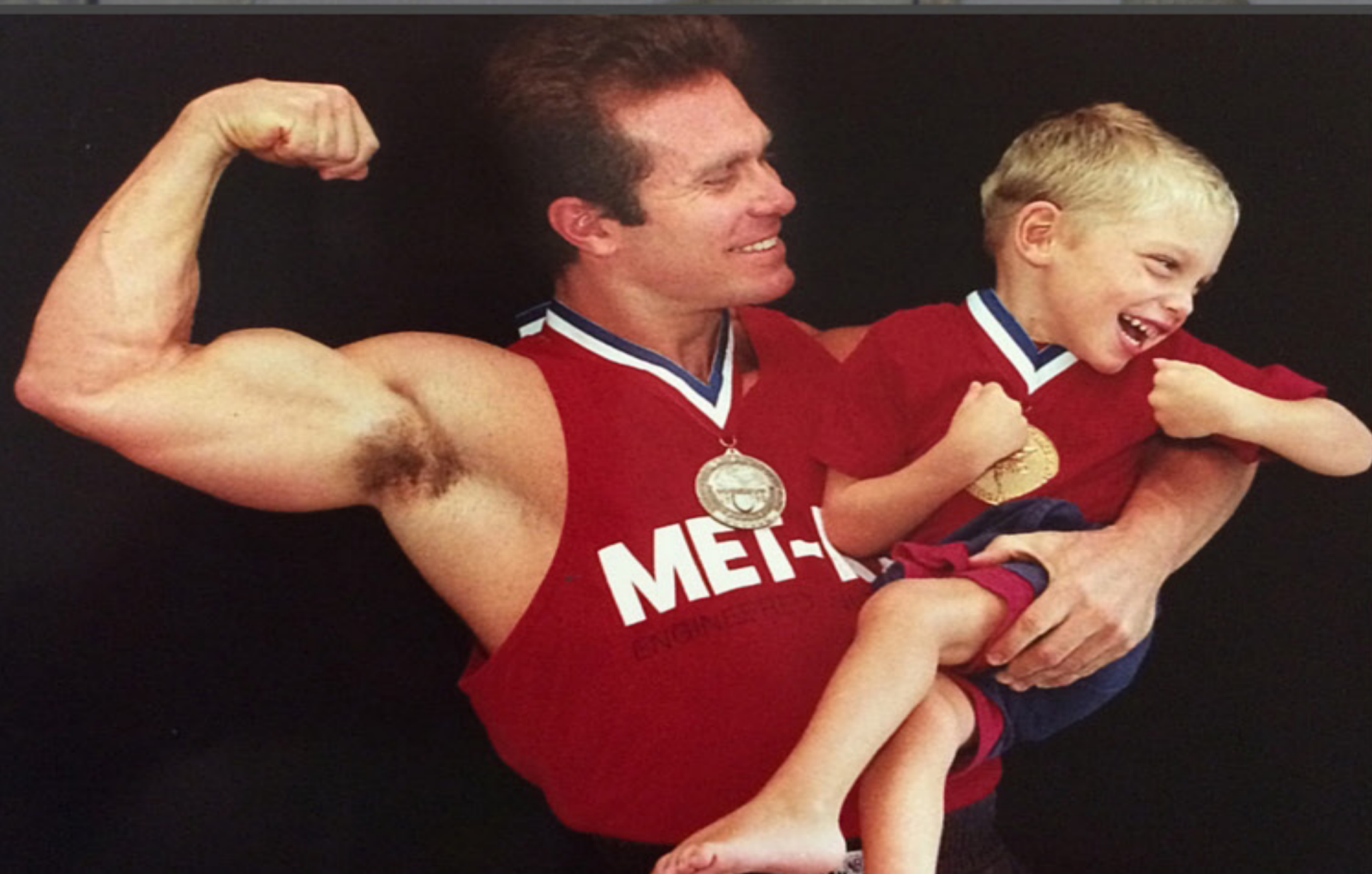
Issue 4

inspire

5 Key Marketing
Lessons

**Make GOOGLE
UR BFF**

WWWWD?



Jim Sayih:
The
Strength
of Love

Personal Trainer Magazine

PUBLISHER
Dr. John Spencer Ellis

MARKETING MANAGER
Kelli Ellis

COMMUNICATION MANAGER
Jeannene Ritchie

COMMUNICATION COORDINATOR
Michelle Adams

EDITORIAL DIRECTOR
Kelli Ellis / Scott Gaines

ART DIRECTOR
Kelli Ellis / Priscilla Chrsitian

EDITOR AND PROJECTS MANAGER
John Spencer Ellis

SENIOR PROJECTS EDITOR
Kelli Ellis

EDITORIAL SUPERVISORS
Scott Gaines / Tyler Valencia

SENIOR GRAPHIC DESIGNER
Priscilla Christian

PHOTO COORDINATOR
Alexa Katherine

COPY EDITORS
Sophia Elizabeth

Contact: nestapinterest@gmail.com

Introduction

Personal Trainer Magazine was created with you in mind. You love fitness. You feel rewarded when you help your clients reach their goals. You love the active lifestyle. And, you realize you can and deserve to make a great living while helping people add value to their lives.

For these reasons, PTM brings you the perfect combination of science, application, business and personal development skills.

Regardless of your niche in the fitness industry, you will find effective and easy-to-understand methods for enhancing the lives of others while you are personally fulfilled.

We welcome your comments, questions and critique of PTM. This is your magazine. If you want to see something featured, please let us know. If you'd like to contribute, our editorial department would like to hear from you.

CONTENTS

Publisher’s Page 04

Make Google your BFF 06-07

Overcome Business Plateaus 09-10

3 Reasons to Step up your Online Game13-15

5 Key Marketing Lessons.....17-18

Mental Strength..... 27

Building Trust with Your Clients..... 33

Sleep Selling: Convert Clients.....38-40



11

WARREN BUFFET

3 Key Principles to apply to Business and Life



13

SHORTCUTS DO WORK!
(SOME OF THEM)



29

HINDSIGHT

10 THINGS I WISH I KNEW

Newsflash: Some Shortcuts Work!..... 12-13

7 Step Sales Funnel..... 20-24

Hindsight: I wish I would have known..... 29-32

Celebrity Trainer: Steps to the Top..... 35-36

GOOGLE + 42-45
Top 10 Social Selling Tips

FEATURE: Jim Sayih..... 47-50
The Strength of Love

YouTube: Top 10 Marketing Tips..... 52-58

Get Ceritified 60



47

JIM SAYIH

The Strength of Love



52

YOUTUBE

Top 10 Marketing Tips

Publisher's Page



Why Inspiration Matters

In this issue of PTM, we feature a heart-warming story about Jim Sayih and his son Michael. If you are like most readers, you will say it's inspirational. But, what does that even mean? The word "inspirational" is thrown around a lot without much thought.

By definition, inspiration literally means to breathe life into another. We've all studied exercise physiology; we are surely familiar with inspiration and respiration. However, we don't think of "inspiration" so literally when it comes to motivation or drive, which makes you take action. So, when someone "inspires you" they literally breathe life into you, which gives you the opportunity and motivation to live life and take certain actions with higher purpose. The cool part of this is, in return, by default, you inspire them and breathe life into them. This allows them feel and function better. It's a complete circle.

What gives you inspiration? Why does it even matter? In my experience, it's what matters most. Some people call it your purpose, your motivational factors, or your reason for _____. If you don't have a big enough "why" that motivates you, your brain won't find a big enough "how" to make it a reality. That's just the way it works. Think of it as leverage on yourself. That's a good thing.

As you read Jim and Michael's story, allow it to inspire you. Cheer, cry, laugh and use it as a springboard to find your inspiration for your work. Maybe you will decide to do a charity boot camp, maybe you will work with the Make a Wish Foundation. Maybe you will volunteer for the Special Olympics. I invite you to collaborate with our charity, the Get America Fit Foundation at <http://www.getamericafit.org>.

Finding inspiration in others is a good thing. All too often, we in the fitness industry, become very self-focused. It's both needed and a curse. We have to focus on ourselves because we lead by example. We must look, act, and become the "ideal" in one way or another that we "think" our clients want to become. Sometimes that's true, and more often it's not. We need to become our best so we have the tools and resources to help our clients become their best according to their goals, dreams values and personal inspirations. We can only inspire others to the highest levels when someone outside of ourselves first inspires us.

Sincerely,

John Spencer Ellis

Dr. John Spencer Ellis "JSE"

Twitter: [@jsesuccesscoach](https://twitter.com/jsesuccesscoach)

Website: johnspencerellis.com

Instagram: [@johnspencerellis](https://www.instagram.com/johnspencerellis)

ADVENTURE BOOT CAMP

Turn-key Business System

Most Trusted Boot Camp Brand

Join Our Dominance on Google

No Monthly Fees

Supportive Community

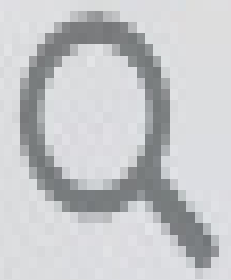
Not everyone is accepted like
other boot camp systems.

Comprehensive Online Training

Certification & Mentorship



CLICK HERE for details
AdventureBootCamp.com



WWW.

Search

Make Google your BFF

How to Make Your Blog Posts Google-Friendly and find the Best Keywords for SEO to Drive More Traffic.

When you write a blog post for your fitness website, how much time do you spend finding the best keywords for SEO? If the answer is “none,” it’s time to make a major change in how you craft your online content.

Carefully choosing keywords for SEO is what helps search engines like Google find your blog posts. If your posts aren’t showing up in Google, chances are your audience won’t be able to find them. You’ll also have a difficult time finding new clients and fans because your blog posts will get lost in a sea of endless online content. To find the perfect keywords for SEO and to make your blog posts more Google-friendly, simply follow these steps every time you write a blog post:

1 Write with keywords in mind. Keywords help people find your content. A set of “long-tail keywords” simple means a set of two or more words that make a searchable phrase, such as “circuit training workouts” or “best healthy snacks for work.” Every time you write a blog post, you need to ask the following question: “What is my audience searching for?”

Then write a blog post that solves a problem or answers a question directly related to those keywords. You may be tempted to get creative and write about whatever fitness trend or training situation happens to be on your mind. While it’s fine to write about whatever you think will resonate with your audience, you also need to use keywords for SEO to make sure readers can find you.

Example: Bonnie recently became certified to teach yoga. She wants to write a blog post about her experience getting certified in India. First, Bonnie must decide who she’s writing her blog post for. Someone who wants to take yoga needs a very different blog post than someone who wants to teach yoga. Once Bonnie has decided on her target audience for her blog post, she must answer the question “What are they searching for?” by conducting keyword research.

2 Conduct keyword research. Bonnie has chosen to target other aspiring yoga teachers interested in traveling to India to become certified. She thinks “how to get certified in India” would be good keywords for SEO. Bonnie uses the following tools to check if she’s right:

Google Suggest – the regular Google search bar, which automatically offers the most popular keyword suggestions as you type.

Google Trends – predicts trending keywords and shows you how many searches have recently been completed for a keyword set.

Google AdWords Keyword Planner – a detailed application for seeing exactly how many searches are regularly conducted for a set of keywords, and for similar/related keywords

Whoops! After researching the keywords “how to get certified in India”, Bonnie realizes that no one is searching for those keywords – at least no one who’s interested in yoga! She tries again with “yoga certification in India” and has much better luck. These are the keywords she will use in her blog post.

...you need to
use **keywords** for
SEO to make sure
readers can **find**
you!

3 Integrate keywords for SEO into your blog post. Bonnie includes her exact keywords in the title of her blog post, as well as in the copy of the blog post itself. She aims for at least 3-4 keyword sets per 500 words. She takes care to space the keywords out in a natural way, and avoids “keyword stuffing” as follows: “When I got my yoga certification in India, I knew it was the best yoga certification in India I could get. When you get your yoga certification in India...” Bonnie includes her keywords in other areas of her blog post as well, like in her Meta description, her subtitle, the names of her photos, and in the hashtags she uses for social media.

But Bonnie wants a little extra help making sure her keywords are in the right places and that she’s not using them too often or too infrequently (both of which could hurt her SEO ranking).

4 Use an SEO plug-in. Bonnie has a Wordpress website so she downloads the Yoast plug-in for Wordpress. This plug-in analyzes her post and lets Bonnie know how she did with her keywords.

After filling in the plug-in with her keywords, Yoast tells Bonnie that she has not used her keywords enough throughout her blog post. The plug-in then offers suggestions for where she might incorporate more keywords. Bonnie makes the required changes and earns the Yoast “green light” – her keywords for SEO are good to go!

5 Monitor Google updates. Now that Bonnie knows how to research and incorporate keywords for SEO into her blog posts, she’s just one step away from becoming an SEO all-star; next, Bonnie has to consistently check for Google algorithm updates. Google rolls out hundreds of updates every year, some of which affect SEO keywords, some of which don’t. For instance, the most recent Pigeon updates changed the way Google searches for and finds local businesses like Bonnie’s yoga studio. While this particular update didn’t change the way Bonnie uses keywords for SEO, the next update might.

The most important thing to realize is that Google, and SEO in general, is always changing. Be sure to check <http://johnspencerellis.com/> often to stay updated on the latest Google updates and SEO trends for fitness and personal development entrepreneurs. Learn how to incorporate keywords for SEO into your blog posts so Google (and your audience) can find you more easily.



Elite Level Biomechanics Education So You Can Become A Fitness Industry Leader



Earn all your CEUs for the
NESTA Personal Fitness Trainer Certification
with this single program

Learn what "functional training" must include

Learn the important HOWs and WHYs
of elite training

Simplified high-level musculoskeletal anatomy
Master optimal exercises for efficiency and safety

CLICK HERE FOR DETAILS

www.NESTACertified.com

NO PLATEAUS

It's bound to happen to every fitness entrepreneur sooner or later, and it's a great problem to have.....

What is it? The plateau you hit when you couldn't possibly take on any more private clients because there simply aren't enough hours in the day. This is a significant milestone in any trainer's career, because it forces you to think about your next move.

You may be wondering....Where do I go from here? How can I grow my business if I can't take on more clients? Could I create multiple income streams that will successfully move my business beyond one-on-one coaching? If you want more time freedom, greater reach, and a bigger brand impact without having to work 24/7, it's possible – and it's much easier than you think.

A Natural Progression - Expanding your fitness business by creating multiple income streams is the next natural step in the evolution of your business. While you can continue to focus solely on one-on-one coaching for as long as you want, you've probably realized by now that doing so is not sustainable or scalable. When successful entrepreneurs master the private coaching arena, there is a natural tendency to move toward group coaching, product

development, and passive income streams.

Why?

1. Private coaching severely limits your income potential – you only make money when you're coaching, and you can only coach a limited number of clients in any given day. In essence, you are still trading time for money.
 2. Expanding your business to include multiple income streams means expanding your reach to a wider (even global) audience. When you coach one-on-one, you're limited to the clients who can meet you in person. When you move beyond the private coaching relationship, you enter a global marketplace of potential customers.
 3. Multiple income streams create room for growth. Instead of putting all of your eggs into one coaching basket, you are strategically positioning your brand to succeed on a variety of different platforms, any one of which could take off and skyrocket you to success.
- Creating Multiple Income Streams - The most effective multiple income streams for fitness industry professionals include:
- Group coaching classes – why charge one person \$65/hour when you could charge 15 people \$25/hour? The math is simple: \$65 for an hour of your time, or \$375 for an hour of your time.
 - Speaking gigs – As a fitness coach or trainer, you have a ton of knowledge to share and you're used to interacting and speaking with individuals and groups. You have a commanding sense of authority and the personality to match. Those qualities are perfect for lucrative speaking gigs at conferences, meet-up's, and fitness seminars. Pursuing speaking gigs as one of your multiple income streams means earning \$10,000/hour on the low end.
 - Online courses and Infoproducts – You have a lot of knowledge to share with your clients. Why not package and share that knowledge with the world? Take the same principles and concepts you use with current clients and convert that knowledge into an eBook, online course, blog, or series of videos. You can then use online marketing to create multiple income streams with virtual products that can be sold forever across a wide variety of different channels.



How to Make the Transition - In order to transition from a single source of coaching income to multiple income streams, you have to get yourself into a "position of rejection." A position of rejection means you are financially and emotionally able to turn down new private clients, to reduce your client roster, and to free up your time to focus on more lucrative multiple income streams. This doesn't happen overnight. If cash flow is an issue, it may take you some time to save up enough money to ease the transition. Here are some more ideas for moving from single to multiple streams of income:

Transition current clients from private coaching to group coaching sessions. Demonstrate how they'll still be getting personalized attention from you while spending a lot less money and meeting other like-minded fitness fans. Raise your rates significantly. Doing so will free up your time to focus on building multiple income streams because you're sure to lose a few clients who won't want to pay more. You'll also gain new clients willing to pay a premium for time with you, and you'll require less clients overall to make ends meet. Spend one hour per day building multiple income streams online. This might mean writing your book, developing your online course, reaching out to event planners for speaking gigs, or creating group coaching curriculum. By setting aside an hour a day, you can make massive changes in your business while you still have private coaching income coming in.

Multiple income streams mark the difference between a fitness coach and a true entrepreneur. Just as it's important to diversify your investments, it's crucial to diversify your revenue streams. For fitness professionals, this means swapping private coaching for group coaching, pursuing speaking gigs, creating infoproducts, and building a global brand that can be scaled far beyond the typical coaching relationship.

Are you ready to take your coaching business to the next level? Learn how to stop trading time for money and start creating a global fitness brand. Get your FREE video training on how to create your \$20,000/month personal fitness business here: <http://johnspencerellis.com/>



Warren Buffett: Secrets to His Success

3 Key Principles to Apply to your Business and Life

When someone as successful as Warren Buffett takes the time to share his secrets to success, there's no other response deemed acceptable - you have to listen and learn.

We all know who he is and what he's done. And the more we get to know him, the more we realize how there is THAT MUCH room left for us to grow. So instead of us just marveling at his achievement as an entrepreneur, philanthropist, billionaire and an investor (among many others), we ought to take the time to learn from his advice and emulate the things that we can use in our business - which is quite a lot, I can imagine.

1. Focus

He was once asked in a dinner party he attended what factor he thought was the most important in his success.

His answer? Focus.

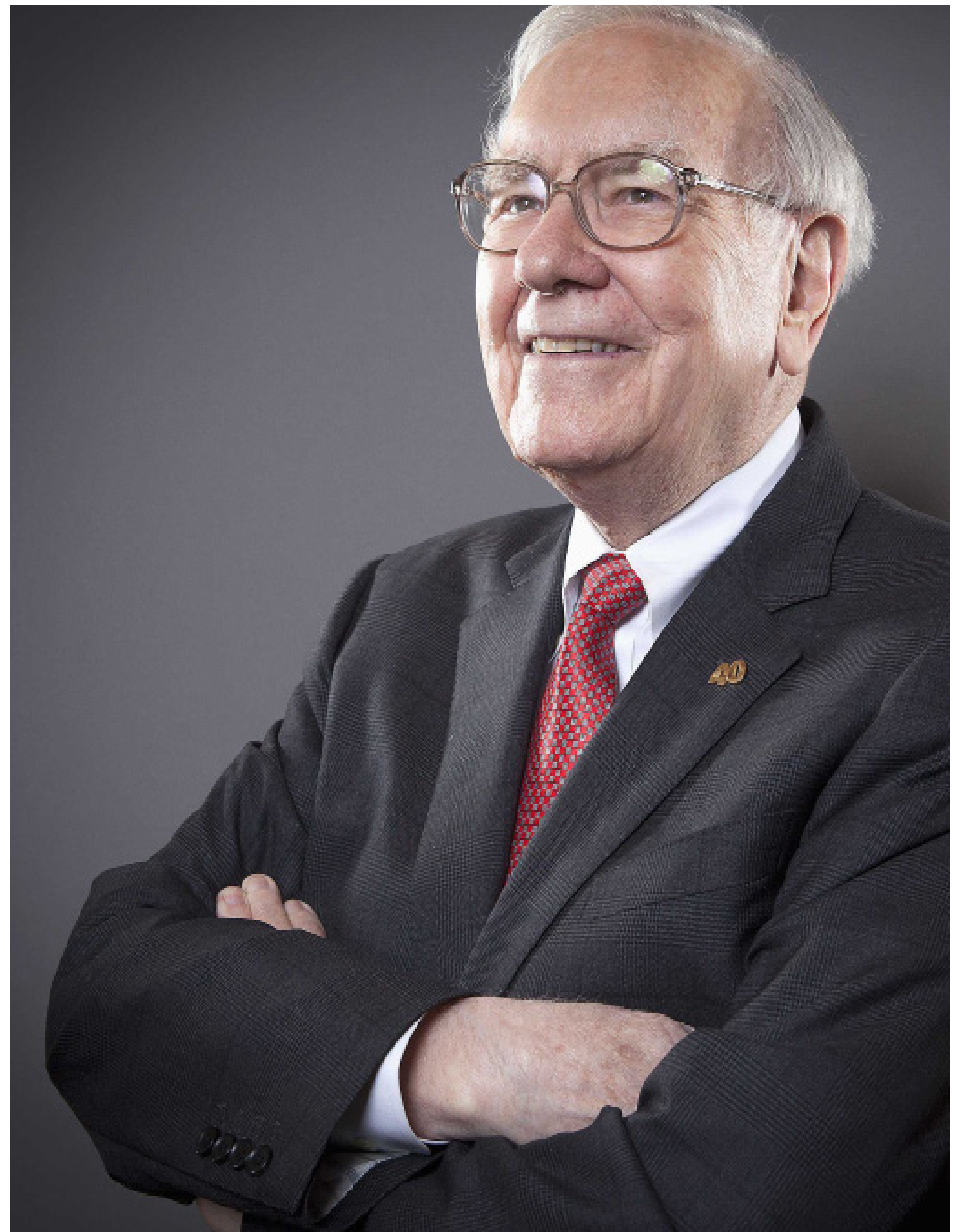
Focus is just a word yet the meaning, the logic, and the benefit behind it is quite astounding. When you have focus, you become specialized at what you do. And as you can probably imagine, specialization is one of the key factors for you to achieve greater levels of success in whatever you do. You won't get anywhere with just being mediocre.

Since we're talking about focus, I'd like to emphasize how if you're happy with multitasking because you seem to be getting a lot done at one time, always remember that your feeling of productivity when multitasking is an illusion.

However, if you're still adamant about multi-tasking doing more harm than good, then just remember that Warren Buffett himself emphasized how being able to focus is important.

2. Patience

Warren Buffett once said, "NO matter how great the talents or efforts, some things just take time.....You can't



produce a baby in one month by getting nine women pregnant".

The benefits to be had when you show patience are quite phenomenal. You end up hiring someone that's a better fit for your company, your contract becomes richer / more comprehensive, and you tend to get better data (among many others).

3. Follow your passion

When you do the things that you're passionate about, you'll have no problems waking-up early in the morning to go to the office. You won't have any problems staying-up late either just to get the job done. In short, your performance in work (or in business) will skyrocket like they've never had before.

The best part is, when you're displaying this kind of dedication and performance, they tend to rub off on others too. Things will just start to snowball from there.

If you have an entire team that performs the way you do, it's hard to imagine your business not succeeding.



Qualify 2 consecutive months to receive your OG Benz Club bonus payment

- Sapphire\$400 per month *
- Ruby\$600 per month *
- Emerald\$800 per month *
- Diamond\$1000 per month *
- Black Diamond and above \$3000 per month towards the purchase or lease of a Ferrari, Lamborghini or other approved elite vehicle.

* towards the purchase or lease of a black Mercedes-Benz



gwenGold.com

“How the hell do I get this Benz?”

EllisCafe.com



NEWSFLASH: Some shortcuts actually do work!

As entrepreneurs, we're always racing against time itself -and it's when we beat the clock, that's when we know we're winning.

Whether you've got an MBA or not, you're probably well aware that your personal training business' success depends on how well you can manage your time. Unlike getting paid via yearly salary, or even for those of us that punch a time clock, we're well aware that our startup business' profits do not depend on how much time we spend at the office -because we understand that undeniable truth.

Just because we might work a full day, doesn't mean we're going to get paid for a full-day's work. But at the same time, we can also make a week's worth in profit for an hour's worth of work, and that's the inherent beauty in what we do. No, the truth is simple: we get paid for what we achieve, for what we successfully accomplish, for the clients that we were able to win, and for how well we were

able to manage our time. We don't wait for the clock, because most often, we feel like the clock is waiting for us.

That's why I am, in fact, a fan of using shortcuts -but only under certain circumstances do they work. The rule of thumb to remember here is: Some shortcuts can be super detrimental to your company. Some shortcuts can be super beneficial to your company. Very seldom, will they have both effects simultaneously.

In this case, the best course of action for you would be to take a step back and view these shortcuts from a big-picture perspective in order to determine what the appropriate course of action should be, whether to take a shortcut (or not to do so at all).

When I talk about shortcuts, I don't mean 'cheating'. To clear the air here: essentially, you should be steering clear of anything that might warrant attention from the

3 Reasons to Step Up Your Local Game Online

If you've got your online marketing machine up and running, then you're already doing a fantastic job at building your brand. Let's face it, everybody is online these days, whether it's from the search engines, email, social media, or mobile apps. So if you're already squared away in that area of your fitness training business, then you're doing remarkably well.

However, I'd like to ask another question, which directly ties in to the topic of online marketing: how does your 'local game' look?

Your fitness business is likely, by nature, one that is locally-based (unless your target niche has you flying everywhere from LA to NYC, training high-profile clients). Because of this, your best marketing efforts should have a more focused approach, sticking within a reasonable driving distance-radius



But, Doesn't That Mean Newspapers and Radio? Because discussing the pros and cons of using offline advertising could fill up an entirely different topic I'm not necessarily going to venture down that road on this one. I will say, however, that these types of advertising do routinely perform well, if your ads have the right environment to reach your targeted clientele.

Radio isn't usually as effective in doing this, as compared to using local print publications, since stations tend to broadcast to a region-wide audience. Though, even certain print media, such as weekly newspapers and more widely circulated merchandisers, can yield some unpredictable results. But according to an article from Small Business Trends, it appears as though 'hyperlocal' and niche-targeted publications are giving back an uncommonly high ROI. The key here is, you've got to focus your efforts on your brand's particular target market, know where they'll most likely be living and what they'll most likely be reading.

In essence, small business ads that are placed in a major metropolitan newspaper have been dropping in their ability to perform -but publications that will circulate inside a 5-mile radius, reaching an audience that tends to be extremely fitness-oriented would work well.

5 days GOOD, 2 days BAD (Conitnued from Page 13) IRS or get you fined and wrist-slapped. Those obviously aren't the shortcuts I'm talking about. However, the whole premise of using shortcuts is through leveraging technology, human resources, financial tools, and business systems in order to allow you the ability to do more over the same period of time, while saving more of your budget. That's a shortcut. That's called innovation. This is what we're after. It is true -certain shortcuts can get you into a bind, because some things simply require your undivided attention, time, resources, and energy, and just aren't shortcut-worthy. Here's my rule for determining the shortcut worthiness of one of those areas...

It was a hard lesson for Boeing to learn, but it's one that taught us all an invaluable lesson. The airliner manufacturer had always been seen as the powerhouse of plane-makers, but they ended up getting themselves into deep water when they decided to 'fix' a supply chain that wasn't broken in the first place (aka, taking shortcuts where none should have been taken from the get go). While they were in development of the 787 Dreamliner, they decided to increase how much of the project was outsourced to twice that of their 747s, according to Forbes:

"However, as Boeing and the regulators continue to search for the offending malfunction, another specter haunts the public imagination: Can we trust any high-risk, truly high tech product that relies on parts made by who-knows-who doing who-knows-what, who-knows-where. In Boeing's case, the question is even more challenging because the company drew on numerous secondary and tertiary partners, as well as primary suppliers, for the Dreamliner project."

The results of this where not catastrophic enough to force Boeing out of business, but they certainly took a major beating, wasting an ungodly amount of time and money on a failed project. So what can Boeing's example teach us about outsourcing? The takeaway lesson here is a simple one: you might be able to add a certain amount of leverage and cut corners on various tasks of doing business, but...Make sure that you aren't taking shortcuts within the areas of your company's expertise. Boeing innovates and manufactures airplanes. Outsourcing anywhere from 75%-100% of the Dreamliner's development process just doesn't make sense, because they were selling out their company's 'core competency' (which was developing and manufacturing jetliners).

Your core competency is your knowledge, charisma, and drive for getting your clients in shape: it's what you do best. So focus your time and energy on doing just that, and save the shortcuts for where they can be best used. Quite frankly, shortcutting can be the very thing that ushers your small business into powering past your originally intended goals, because cutting corners in certain areas of your business can cause it to reach that 'Holy Grail of critical mass', triggering exponential growth. For instance, here are a few examples of areas you should consider taking a shortcut or three...



So, why do these trends hold major relevance in focusing your online marketing efforts to your local community? Here are 3 good reasons.

#1 - It Will Get You Found on Google

According to Rand Fishkin of Moz, one of the most powerful ways to see your website ranking high up on the Google Search page is to ensure that your site clearly shows the location of where you do business. This is an uncommonly useful method getting Google's attention, especially since your business is locally confined.

If your business is located in Las Vegas, then your clients are most likely going to search, "personal fitness trainer las vegas" and if your website clearly displays your address, then you're not competing with the millions of other trainers all over the globe. You'd only be competing with those in your radius, vying only for the local website traffic that you care about.

Be sure to check out the article, since Fishkin expands on this little marketing hack and shows how to get it done right.

#2 - Because There's an App For That

Perhaps, the easiest online local marketing method of them all is going to come down to your presence on mobile apps. Not

only is it super easy for your company to get found on them, but it's steadily becoming even more and more of a lucrative opportunity over the next few years. Why is this the case?

Well in many articles it's been discussed how mobile traffic is due to increase faster and faster over the next few years, given how the American consumer market is becoming more and more saturated with mobile devices. Having said that, here are five apps that you'll want to have a look at...

- Yelp!
- Foursquare
- Google Places (also helps with search engine rankings)
- Citysearch
- YP Yellow Pages

These apps are likely how many of your customers are going to look for fitness trainer services, like yours, in their area. So, it would definitely be a smart call to hop aboard now, while the train is still moving at jogging-pace. It's not going to stay like that for long, and you want to grab a seat in the luxury car before it fills up.

#3 - You'll Have New Marketing Avenues at Your Disposal

5 days GOOD, 2 days BAD (Conitnued from Page 14) Especially in terms of your online marketing machine, try to automate it as much as possible via services like IFTTT, Hootsuite, Bufferapp, etc. To take less time on managing your books, consider purchasing easy-to-use accounting software, such as Quickbooks, GoDaddy Online Bookkeeping (Outright), or Freshbooks. Use project managers like Trello or Basecamp, to keep you on task and organized. Hire the appropriate creative help for your company (if you aren't necessarily skilled in this area) for your content, infographics, videos, etc.

You can even hire a virtual assistant to help you keep up with administrative tasks, such as booking, answering phones, and keeping everything organized in the cloud. Take advantage of anything FREE, open sourced, or abnormally inexpensive, but do so within reason. The principle to leveraging your time by using these shortcuts is this: if it's not concerning an area within your own business' expertise, then you're actually cheating yourself out of harnessing your time in the best ways it could possibly be utilized.

You're not an administrator, a videographer, or even a professional marketer. You're a fitness trainer. So apply leverage to those areas, which won't require your 'core competency' in order to operate effectively. Using shortcuts in business IS the only way for a company to reach that aforementioned 'critical mass'. There always seems to be a tipping point, at which a company suddenly sees an explosion -but in order for this to happen, innovation is almost always the initiator.

In many cases, the practice of innovating a company by cutting costs and increasing efficiency is a practice, known as 'bootstrapping'. It's basically the act of eating lunch from a brown paper sack for a while, rather than heading to Ruby Tuesdays like everybody else seems to be doing. The results of this practice have been profound, often being the catalyst for the successes of a few notable Fortune 500s. Investopedia gives us a list of bootstrappers...

"Many of the successful companies that we see today – Dell Computers, FaceBook Inc. (FB), Apple Inc. (AAPL), Clorox Co. (CLX), Coca Cola Co. (KO), Hewlett-Packard (HPQ), Microsoft Corp. (MSFT), Oracle Corp. (ORCL), eBay Inc. (EBAY), Cisco Systems Inc. (CSCO), SAP (SAP) and Business Objects, to name a few, had their humble beginnings as a bootstrapped enterprise. Obviously there are entrepreneurs behind the scenes, such as Bill Gates, Steve Jobs, Michael Dell and Richard Branson."

Economics just has a way of leveling the playing field in a sense, which is one reason why I don't actually see shortcuts as shortcuts; and instead, I see good business. Good business is about saving your sap on the little things, while your company is just a sapling, before spending your dollars on the big things ...that is, until your company becomes a super massive maple with more than plenty of sap-loveliness to go around. A good shortcut is nothing more than the implementation of an innovation that deals with a problem effectively. This is what ALL businesses need to be harnessing, and your personal training business is no different.



If you tailor your site to have clear data on where you're located, while also submitting your information to these various apps, you're just going to further increase your ability to get found when someone looks up fitness trainers in their respective local areas.

Yet at the same time, you can even take a more proactive approach to clients that have 'opted-in' to allowing your company the ability to know when they've crossed into your targeted market radius.

This practice is called 'geo-fencing', and here's a basic overview of what it does...

If someone's opted-in to your geo-fencing campaign, then every time your existing or prospective client crosses into your 'turf', your geo-fencing service will be aware of this fact. In which case, you'll have the option of sending a promo text, information about a sale, or even deliver QR-code coupons to clients that have entered your area.

You can even do this automatically, which works quite well if you've narrowed that particular radius to being within a half-mile of where your office or gym is. In fact, Laura Brousell of CIO.com even said,

"Deals can be hyper-local. Knowing that customers are nearby lets businesses tailor offers based on local events or holidays. For example, 1-800-Flowers deployed targeted ads for 20 percent off bouquets in the days leading up to Valentine's Day."

Did you notice the fourth word in that quoted paragraph from Brousell's post? It's that word again: 'hyper-local'. Geo-fencing is also due to grow for this very reasons, especially since business are beginning to see that painting with a broad brush is far too costly to justify the ROI, and that zooming in on your local vicinity is quickly becoming the most optimal method of marketing.



TEAM  BEACHBODY®
Decide. Commit. Succeed.®

P90X3™

shakeology®
THE HEALTHIEST MEAL OF THE DAY®

LES MILLS
PUMP

TURBO FIRE®
INTENSE CARDIO CONDITIONING

FOCUS
T25™

YOGA
BOOTY
BALLET®

I make passive income every week offering these great programs to people on Facebook, Twitter, LinkedIn, my blog, and YouTube.

I'll show you how to do the same! www.TeamJSE.com

5 Key Marketing Lessons

(to Live and Die by!)

Iron Clad Rules

There are iron clad rules that you need to follow when marketing. If you follow these, the chances are good that you'll get good to great results from your marketing efforts. However, if you deviate from them, you might easily find yourself committing marketing or business suicide. Because I want to make sure that you don't end-up doing the latter, I'd like to share with you these 5 key lessons about marketing.

1. Network!

Whether you're looking to acquire new clients, get more leads, grow your brand visibility, or establish yourself as an expert in your field, networking can help you with it.

It's precisely because of this that you need to network relentlessly. The more likeminded people you connect with, the more your passion and mastery over what you do grows.

While it may be easier to network with others by meeting them personally, there are other ways you can network with them too if you'll just do it online. You can invite them to a webinar, do a podcast with them, or interview them (among many others).

2. Content

Instead of publishing the bare minimum 400 - 500 word posts, take it to the next level and publish an epic post that's so comprehensive and value packed that's around 2000+ words instead. The readers love these kinds of posts.

Before you start writing your posts, I urge you to list down all of the questions that you think your readers would like to ask then use them as outlines.

From there, you simply answer all of these questions as comprehensively as you can and organize the ideas to give it a seamless transition from one thought to the other.



Emphasize how others can benefit from you, not your greatness.

3. Service

In point number two, my tip was to list down the things that your readers might ask AND NOT list down the ideas that you simply liked to share.

The main reason being is that the emphasis should be your readers and giving them what they want, versus you having the satisfaction of telling others what you love.

While the later definitely has its uses, you need to remember why and who you're writing for. If you're simply writing for yourself, then there's no need to market your post. However, if you're writing for others (that's why you're taking the time to market your post), then make sure that you IN FACT write for them. You do this by thinking about their interests first, and not yours.

4. Answers

No one likes to read cookie cutter write-ups. They fail to captivate the readers because they aren't punchy and are often lifeless.

Writing something vague can cause your prospect customers to doubt your expertise in the industry since you don't have anything in depth to share.

As we've mentioned on the previous tip, you need to answer your readers' questions otherwise they won't find much value in your marketing content. Writing something vague doesn't solve anyone else's problems, let alone provide value. In short, they're a waste of time and marketing resources.

5. Niches

When you've niched down your target market, you can create content that's so specific and targeted your readers will surely be able to connect with your copy. When you're able to create a copy that connects with your readers, getting them to act on your marketing materials becomes exceedingly easy. That means, you can garner sales, sign-ups, or any kind of conversion that you're looking to accomplish with your marketing campaigns.





***Because sending your clients
to the nutrition store is
DUMB!***

Nutritionbusinessblueprint.com

The 7-Step Sales Funnel: How to Turn Prospects into Paying Clients

If you're not familiar with the term "sales funnel," don't worry – you're not alone. This is a common business and marketing term most often used by sales and marketing people. If you consider yourself a fitness professional first and foremost, chances are you don't have a deep understanding of what a sales funnel is or how it works. While you don't need your Masters in marketing to run a successful fitness business, having a basic understanding of sales funnels will help you...

- Increase your client roster dramatically
- Save time and money recruiting new clients by letting the funnel do the work for you
- Increase repeat clients and referrals
- Build brand loyalty

What is a sales funnel?

A sales funnel can come in a variety of shapes and sizes depending on your business model and marketing goals. In broad terms, a sales funnel is the process your clients go through before, during, and after they make a purchase from you. We all know that a lot of work goes into keeping current clients, recruiting new clients, and building your online brand. Your sales funnel is a set number of steps you want prospects to complete as they become paying customers, repeat customers, and referring customers/affiliates.

Why do I need a sales funnel?

As a fitness professional, you run a service-based business. Your knowledge, expertise, and personality are all part of your online and offline brand. Instead of selling widgets, you are selling your time, your experience, and your ability to help your clients achieve their goals.

Fitness training is highly personal. When someone chooses to work with you, they are making a commitment and placing their trust in you. Such a decision can't be entered into lightly, and it's your job to give the prospect what they need to make the decision-making process easier. That's where sales funnels come in. Instead of presenting a training course and asking your prospect to buy, you'll guide them through a series of steps that naturally lead towards a purchase. In this way, you never have to 'hard sell' anyone, and new client relationships are born from the natural interaction that takes place throughout your funnel.





The first phase in your sales funnel needs to be exposure. This is the process by which prospects find out about your services. It is the equivalent of meeting someone at a party for the first time. Your job during Step One is to make a positive impression and to clarify how you can solve the prospect's problem.

How to implement this step: Online marketing including blogging, email campaigns, social media, and other freebie giveaways fall into the Step One category. In-person networking is another great way to usher prospects into your funnel.

Step One: Exposure

02 ▶



Step Two: Hand-raising

During the second phase of your sales funnel, the prospective customer must 'raise their hand' to indicate interest in you and your brand. Step Two begins a two-way conversation between you and your future client. Without this important step, you're simply chasing prospects who may have no interest in your services. This is a waste of time and money and can be damaging to your brand.

How to implement this step: Look for 'hand raising' in the form of email opt-in's, social media shares and likes, blog comments, phone calls, and other obvious interest expressed by your prospect.

How to implement this step: A blog post or email campaign about the mistakes you see other trainers making would be perfect for Stage Three of your sales funnel.



◀ 04

Stage Four is decision-making time! Your prospect will decide to work with you, to work with someone else, or to put training on hold altogether.

Your job during this time is to make your client feel great about their decision and to usher them forward into Step Five, where they will make a purchase.

How to implement this step: A case study or success story emailed to your list or posted on your blog is perfect for Step Four. By seeing how others have benefited from working with you, your new client will feel confident in their decision to do so too.

Step Four: Decision



Step Five: Commitment

Success! You are on-boarding a new client who has been ushered through your sales funnel. Because your client has come to know, like, and trust you during phases 1-4, Step Five is as simple as taking their credit card. That being said, make sure the commitment process is clear, organized, and convenient for your client.

How to implement this step: Take their payment, schedule their first appointment, and clarify what they can expect the first time you meet together. Don't forget to express your excitement about working together and your confidence that they've made a fantastic choice in hiring you.

06



Step Six: Evaluation Part II

Many fitness professionals drop the ball during Step Six, which is arguably the most important phase of your sales funnel. Once you've secured a new client, your work is not over – it's just begun! Now is your chance to convert a new client into a regular customer, setting the stage for increased loyalty and additional referrals.

How to implement this step: Exceed your client's expectations by going above and beyond in their training. Spend extra time with them, include freebies and extras in their training package, and communicate openly about their needs. There shouldn't be any mystery surrounding how they think your sessions are going, and it's your job to keep the channels of communication open.



Once your initial session or training package is nearing an end, it's time to activate Step Seven. This is your chance to turn your new client into a long-term customer, and to ask for referrals to their friends and family.

How to implement this step: If you have successfully completed Step Six, renewing your client's package should be automatic and easy. If you encounter resistance ask questions until you uncover the source of your client's hesitation. Meet those hesitations with clear-cut answers that solve your customer's problem. Show them how you can continue working together to their ultimate benefit. If your client renews without reservation, that is the perfect time to discuss your referral program or other incentives. Demonstrate how including their family and friends will benefit them, either in terms of a referral commission or other emotional/social benefits.

Step Seven: Commitment & Referrals

When you successfully complete each step in your sales funnel, the next step happens naturally. It's clear why you can't jump from Step One to Step Four – people need to get to know and trust you before committing to work with you. Be patient and do everything in your power to answer their concerns and allay their fears. Don't push prospects through your sales funnel faster than they want to move. Above all, remember that a successful sales funnel creates customers for life.

 **CLICK HERE**



YOUR STEP-BY-STEP BLUEPRINT TO BECOME A SUCCESSFUL CERTIFIED WELLNESS COACH!



Wellness is now a ONE TRILLION dollar industry. As a Certified Wellness Coach, you will be in high demand and have endless opportunity.

- 100% Online
- Accelerated Learning
- Earn CECs
- Business Modules

www.spencerinstitute.com



“ Once you add online group fitness classes to your arsenal, the passive income you generate will free up your time to take on more one-on-one clients. You’ll then have the flexibility to do what you love and the cash flow to be more selective with your in-person // services.... ”

One-on-One Training Vs Group Fitness:

How to balance your personal preference with your bottom line

There is nothing more rewarding for a personal fitness trainer than working with clients one-on-one. Not only do you get to dedicate yourself completely to your clients during your training sessions; you are rewarded tenfold when you see the progress they’re making firsthand.

But can you really build a \$20,000/month personal fitness business working with private clients alone? Unless you’re charging exorbitant per-session prices or working 80+ hour weeks, the answer, unfortunately, is no. Adding group fitness classes and online offerings to your business arsenal is the best way to build your business fast and create more time freedom to do the kind of work you enjoy most. Here is how to balance your preference for personalized treatment with the needs of your pocketbook:

Create a Varied Schedule

If you’re adding more group fitness classes to your schedule, but prefer working with clients one-on-one, do your best to vary the group classes with personal training sessions.

Scheduling personal training sessions before and after group classes will fulfill your need for face time with private clients while ensuring that your cash flow is consistent. You can also invite private clients to participate in group

fitness classes.

Make Group Fitness Classes More Personal

There are two ways you can make group fitness classes more personal and more fulfilling to you as a trainer.

1. Keep classes small to ensure you can provide more individualized attention to each participant. You’ll still be making more money than you would with a single session, but you’ll get to use your expertise to enhance relationships with each group member. This will make the group fitness experience more rewarding and less impersonal.
2. Invite your private clients to take group fitness classes together. Since you are already familiar with each person’s health history, fitness level, and fitness goals, you’ll be able to easily transition them into a group environment while maintaining that personal touch. Your students will bond over their shared experiences working with you, and enjoy the added benefit of a class that’s more affordable than one-on-one training (but that is still more lucrative for you as the trainer!).

Develop Online Offerings

Group fitness classes don’t necessarily have to be live, in –person trainings.

Through your website and social media, you

can develop and offer fitness classes and courses that can be accessed by people all over the world.

Using the same knowledge and expertise you use with your one-on-one clients, you can create educational content in the form of videos, blog posts, tutorials, and online courses. In this way, your message is available for purchase to an exponential number of people and you position yourself to generate more and more passive income.

Once you add online group fitness classes to your arsenal, the passive income you generate will free up your time to take on more one-on-one clients. You’ll then have the flexibility to do what you love and the cash flow to be more selective with your in-person services.

If working with private clients is your passion, you can build a business that continues to include one-on-one services. As long as you remain flexible and are willing to add some online and offline group fitness classes to your business, you’ll easily generate enough income to keep working one-on-one.

Don’t be afraid to allow your fitness business to grow and evolve over time. It’s very common to start out with one goal in mind and then make a substantial shift as you experience unexpected successes.

Mental Strength

7 Tips to Brain Brawn

Mental strength can be just as important as physical strength. We train our bodies so why don't we think about training our minds? Improving your brain's strength can be of value to athletes, business people, entrepreneurs, students, and more. A strong mind will help you reach your goals and get through tough situations in your life.

Here are 7 tips you can use to increase your mental strength:

1. Practice Positive Thinking
2. Visualize
3. Challenge Yourself
4. Stop Waiting for Perfection
5. Get Over It
6. Focus On What You Can Control
7. Appreciate the Good

Successful people have strong minds. They can see their success as something that is absolutely going to happen in the near future. That's how they reach their goals and achieve their dreams.

Practice Positive Thinking

Notice the word "practice"? That's because positive thinking doesn't come naturally to us. It's much easier to grumble about the things you are not happy about. The good news is that the more you consciously think about being positive, the more often your thoughts will focus on good.

Visualize

Inventors, athletes, writers, and others often use this technique. If you talk to some of the most successful people in the world they will often tell you that they visualized themselves doing the things they needed to do and being successful so often that they saw no other option.

01

Challenge Yourself

Fear is one of the main things that prevent people from achieving their goals. The things they are afraid of hold them back from doing what needs to be done. Fear of failure, fear of looking silly, fear of speaking in public – these are just a few fears that might hold someone back from achieving a dream. Challenge yourself fearlessly.

02

Stop Waiting for Perfection

It's not going to happen. You are just going to have to deal with the fact that you are not going to be perfect. The people in your life are not going to be perfect. The circumstances are never going to be perfect. Stop waiting for perfection and just do it!

03

Get Over It

If you hold on to past failures, other people's attitudes, or little things that make you crazy, you can't focus on what is important. You need to get over it, move on, and look towards the future. What happened in the past is the past.

04

Focus On What You Can Control

Don't waste time thinking about things that you have no control over. Keep your focus on the things that are within your control. If you can't do anything about the rain, work around it or find another venue. If half of the people signed up for your event don't show up, focus on giving the best presentation you can and making a real impression on those that DID show up.

05

06

07 Appreciate the Good

You're going to have successes and failures. That's not a question. The question is, which you will be affected by? If you constantly remind yourself of your failures, you are more likely to fail again in the future. If you keep the successes in mind, you'll be more likely to repeat them.

FITNESS BUSINESS NINJA



Complete Online Fitness Business Management

- ◆ Client Scheduling ◆
- ◆ Transformation Contest System ◆
- ◆ Nutrition & Weight Loss Profit Center ◆
- ◆ Fitness Assessments ◆
- ◆ Accessible 24Hrs/Day by Staff & Clients ◆
- ◆ Dramatically Enhance Customer Service ◆
- ◆ Unify Business Processes & Save Time ◆
- ◆ Huge Exercise Database ◆
- ◆ Client Billing (optional) ◆

CLICK HERE FOR DETAILS

Designed for Personal Trainers, Gyms, Boot Camps & Martial Arts Schools

Hindsight: The 3 Business Strategies I Wish I Would've Known

In my tenacious younger years, I was relentless in my pursuit of my dreams, and nothing was going to stop me from seeing my small personal brand from becoming a nationally-known name among fitness entrepreneurs. To my credit, I believe that this quality of being relentless is one that is absolutely necessary for innovative, natural leaders like us. However, I soon understood that simply being relentless wasn't going to be enough if I were going to succeed. In fact, I even came to learn that driving harder, working longer hours, and expanding my personal trainee client base (by any and all means possible) had become critically counterproductive. How so?

I found myself growing more and more disillusioned by my very own goals, which at the time, I began to feel unsuccessful and overworked. It was like I was beating my head up against a brick wall, rather than going over the wall, around it, or plowing through it with a bulldozer. And here's the interesting thing...

[I wouldn't trade that experience for the world.](#)

These experiences, especially in my earlier years in this business, taught me countless, crucial lessons on being an effective leader and running a startup company. Had I simply stumbled upon my success, I doubt that I might have gotten much farther. In fact, it's even possible that I might have regressed, because there are inherent lessons that come with learning how to grow a small business. Your company is going to grow at the same rate as your own level of industry knowledge and business-sense; and as you experience more

and more success, you'll learn how to maintain that growth.

[Why It's a GOOD Thing That Hindsight Is 20/20](#)

It's the same reason as to why so many multi-million-dollar lottery jackpot winners have ended up bankrupt within mere months of being awarded the big check: they just didn't know how to manage their resources in such a way that would have sustained their newly acquired wealth.

Looking back now, I am absolutely grateful that I had the opportunity of enduring the failures, the challenges, and the setbacks. I just needed to learn from them before I could handle the next steps of my journey, and they had even given me the confidence necessary in order to take those steps.

At the same time, not everyone has to learn the hard way (like I did). If you're able to learn from the experiences and coaching of others, then that just gives you one more massive advantage over those who are not. In hindsight, if I had learned these following three business strategies from other role models, while I was just starting up ...then I might have spent less time with my head against a brick wall, and would have made far more progress from the comfy seat of my newly acquired bulldozer.

And after you bust through that wall, you might just look back and wonder why you had actually considered the idea of using your forehead to do what your bulldozer had just done with

substantially less time, effort, and pain on your part. That's exactly what these following three strategies are all about: it's allowing you to take a step back from whatever obstacles you might be facing and reevaluate what ability you truly have in order to get past it and keep moving forward.

Developing strategies might require a little bit of your time and energy right now (like fetching a bulldozer), but it sure beats the needless headache and the time spent wondering why you even have a brick-induced migraine in the first place.

[#3 - Know What You're Worth -And Charge Accordingly](#)

This lesson actually seems somewhat counterintuitive at first glance, because it's commonly understood that people want the lowest prices for more value. While there are certain industries where the price-cutting method works effectively, this isn't the case, especially in the personal training business. I'm reminded of a client of mine, whose father had secured an authentic antique mold for glass Coca-Cola bottles at a yard sale for \$25. His plan was then to flip it on eBay.



Hindsight is 20/20...

- His first attempt at selling the mold, he set the price at \$50, in hopes that he'd initiate a 'bidding war'. The result: it didn't sell.
- On his second attempt, he actually decided to raise the price to \$150. The result: again, it didn't sell.
- On his third attempt, he followed the same course of action, listing it at \$300. The result: it sold within 24 hours under the 'Buy It Now' option.



You'd think that someone would have decided to snatch up this valuable item, while it was listed at the lowest possible price. Instead, what happened was that the mold's value was perceived to be, either in rough condition, or it was a fake at \$50. However, at \$300, a buyer had taken notice, because the item had accurately reflected the price.

The principal in this lesson is evident, especially when it comes to branding (which is what the antiques industry is heavily dependent on). According to a 1985 study, called "The Effect of Brand and Price Information on Subjective Product Evaluations" by William B. Dodds and Kent B. Monroe of the Virginia Polytechnic Institute and State University, they found that pricing and branding go hand-in-hand: "...they discovered that price had a more

positive effect on product quality perception when brand information was present than when brand information was absent. This finding suggests that the interaction of price and brand information not only is strong, but that the influence of price on quality perception becomes stronger in the presence of brand information than by itself."

With that in mind, it's important to remember that you are your own brand, as a personal fitness trainer. People are interested in you, because they took notice of your brand. However, if you cut your prices to artificially low levels -not only will you damage your brand's perception, but you're also not staying true to what your time and energy is actually worth.

I'm not saying that you should overcharge clients either, because that too will hurt your business in the long run. The key is to be fair in your pricing strategy, be accurate in your pricing, figure out what you're worth, and charge accordingly.

#2 - Learn to Say 'No'

This strategy is the potatoes to

“When we leverage, we aggregate and organize existing resources to achieve success”

the meat in #3: if you're going to stay true to yourself and your clients through having prices that accurately reflect what your business is worth, then you also need to do the same with your time and energy. As I said before,



I was a tenacious entrepreneur in my younger years, and I wanted to say 'yes' to every single opportunity and idea that ever-so-slightly smelt of advancement and the aroma of revenues. These days, I am a much smarter man.

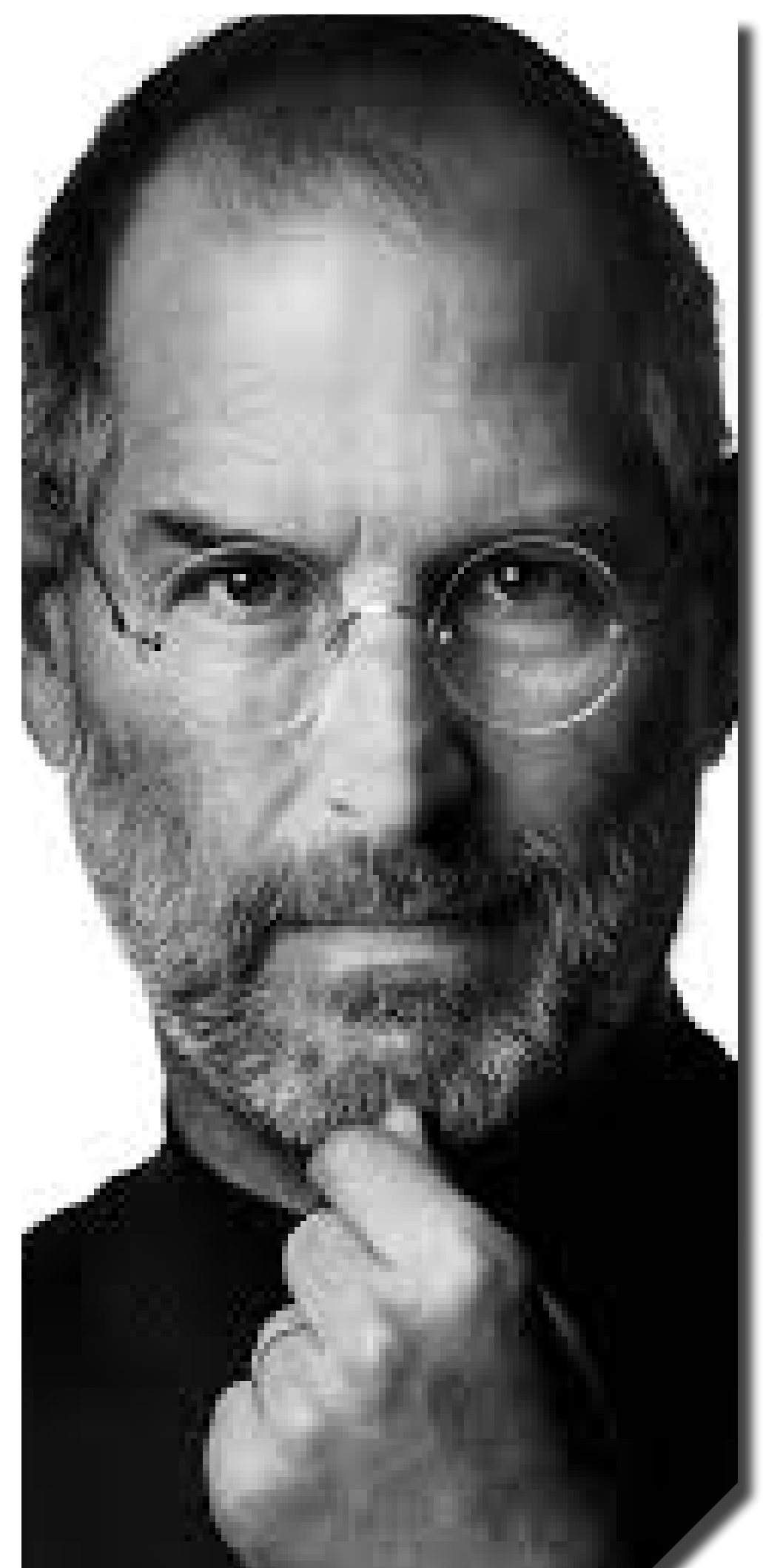
There are quite a few stellar opportunities out there, which can give you a leg up, but you should actually walk away from most of them. Being too eager to say 'yes', being unreasonably available when it comes to your schedule and workload, will not only hurt your brand's perceived value -but it will also lead you down the road of 'quantity over quality'.

Apple's founder, the late Steve Jobs, took a very different approach than his Microsoft competitor on marketing, innovation, quality, simplicity, and pricing. Rather than carrying 1,000 low-to-medium-quality products -Jobs decided to carry 10 extremely high-quality ones. His philosophy was in his words, when he said:

"People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of

the things we haven't done as the things I have done. Innovation is saying "no" to 1,000 things."

At this point, Apple is the most valuable company in the US, which could soon reach a whopping \$1 TRILLION in just a matter of years, almost tripling what Microsoft is at right now (\$343.8 billion as of February 2015). Saying 'no' can be tough at times; but while saying 'yes' might pay off today, tomorrow's growth is better served by being quick to decline and hesitant to accept.





**So You Can Train & Coach
People as You Travel the World**



CLICK HERE

START NOW!

www.TravelTrep.com

Hindsight: 20/20

Of course, that's an example of titanic proportions. However, having your prices reflect the expectations your target client market, your schedule reflect your time demand, and your willingness to adopt new ideas and services reflect your commitment to your business's excellence -is a surefire way to keep your brand quality-focused (rather than quantity-focused).

If you are aiming for offering premium, high-quality services to your clients, then you'll have a much lower chance of running into a burnout scenario within months after your career's infancy.

#1 - Use Leverage

"When we leverage, we aggregate and organize existing resources to achieve success." -Richie Norton

One of the most crucial principles in business is in developing a strategy to make use of 'leverage'. In order to understand what I mean when I say that, we need to change our way of thinking about our assets in terms of money. To start, here's a definition of 'leverage' from Investopia: "The use of various financial instruments or borrowed capital, such as margin, to increase the potential return of an investment."

However, where I believe that Investopia's definition falls a bit short here, is in its somewhat narrow understanding of exactly what can be used as leverage. I do understand that their definition caters more towards the banking and finance industry -but when it comes to small startup businesses, you can actually apply the same exact principle to your fitness company

by thinking about your assets in a different way. Dollars are nothing more than liquid resources; however, your energy, your labor, your website, and especially your knowledge are all resources as well. With that said, you can actually leverage these resources to their maximum possible value in order to make the best use of your most valuable resource: your time.

Leverage allows you to do many things at once, increasing your ability to produce more in a shorter period. Yes, leverage does require an investment, but that's the nature of business. Here are a few examples of how you could use leverage in your business...

- Use a virtual assistant or an admin to take care of your back-office tasks, like scheduling, keeping things organized, and answering phones.
- Use technology to increase your company's efficiency.
- Find ways to increase your amount of 'revenue streams' by selling a line of personally verified fitness products.
- Generate training videos and online courses to sell online.

The key is that your special talent, the skill you've been developing for the last decade or so, is engaging clients and getting them in shape. If you can have other resources taking care of your other business tasks, then you're using your best skill for more time, while spending less time on what you might not necessarily be good at (but is still necessary for running the business).

The NUMBER ONE Rule To Live By: Keep Learning (and Never, Ever Stop)

Though, if I had to pick THE RICHEST source of leverage that you could find in the entire universe: it would be knowledge. Keeping your mind on fire, thirsty for knowledge, and always absorbing as much of it as possible is, by far, the fastest way to achieve success -and in far less time than you might suppose. The more you learn, the more effective you will become in business. However, I also believe that the best way to learn is by finding a human source for this knowledge. In one of my favorite quotes from Tony Robbins:

"If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results."

This is the reason why I offer coaching to other personal fitness trainers -because it is the absolute most powerful method of creating success in the businesses and lives of others. Having one-on-one human interaction, learning directly from someone who's spent years in the business, and picking up the obvious lessons along with all those subtle nuances, has always yielded undeniably effective results. You just can't spend that much time with a coach, who's already enjoyed a successful career, and not walk away changed and enlightened.

It's how I got where I am today, and it's how you could too.

If there were ever a bulldozer that could plow through a brick wall the way leverage can make your fitness training venture a success -then this would be it.



// When your results
are consistent, your
customers will know that
you weren't just putting
up a show //

Building Trust with Your Clients

Trust breeds growth and longevity.

When a level of trust has been established between you and your customers, getting them to invest even more on your business becomes relatively easier. This means that you can capitalize on repeat business AND drastically reduce your customer turnover. Not only that, since you've proven yourself to be a trustworthy person to deal with, your customers won't even blink if you ask them to introduce you to their network. Of course, these are just some of the many things that you can benefit from when building trust with your clients.

But then it makes you wonder, how exactly do you build trust between you and your customers? What are the things that you can do to take your relationship with them to the next level?

Provide phenomenal service

Providing amazing service speaks a lot about who you are. It tells your customers how much you value them OR if you even value them to begin with. When you are able to convey to your customers just how much you care/value them, they'll know they're in good hands. Of course, when they have that kind of confidence in you, getting them to invest even more becomes an easy task.

Break the bad news

Don't hide the bad news. It's best to tell them when things go wrong since it shows that you are transparent no matter what. The last thing you want to happen is them finding out how things have gotten sour from other sources other than yourself. Remember that not many business owners have the guts to tell their customers when things go terribly wrong. In fact, this is one of the things that separates real entrepreneurs from the wantrepreneurs. Transparency is key. When you and your customers have pushed through the problem, your relationship will only get stronger without a blemish of mistrust growing within, simply because you told them plainly about the problem.

FITNEWS

Your **Total** Fitness Marketing Solution



- ✓ More Leads
- ✓ More Connections
- ✓ More Business
- ✓ More Money
- ✓ More Free Time



TRY IT FOR \$1

CLICK HERE FOR DETAILS

Email Newsletters • Text Message Marketing • Social Media Integration • Totally Mobile

CELEBRITY TRAINER

IN 5 EASY STEPS

Start here.....

So you want to become a celebrity personal trainer. What fitness coach doesn't? For many trainers, working with high-profile clients represents the penultimate career trajectory in the fitness field. Besides, the thought of working with movie stars, professional athletes, models, and top business executives is exciting!

But how do you get started? When you look at celebrity trainers on TV or see them working with famous clients in your gym, you may feel jealous, mystified, even baffled as to how they broke in to this exclusive field.

Remember that everyone has to start somewhere, and that one high-profile client doesn't necessarily mean there are other high-profile clients on that trainer's roster.

1. Do Your Research

Your fitness training, experience, and expertise is not suited for "celebrity clients" in general; it's suited for a very particular type of celebrity client. In other words, just as you can't be all things to all people in the "regular" fitness marketplace, you shouldn't target clients simply because they are celebrities.

Do you want to help actors buff up for their latest role, or help football players stay in shape during the off-season? Are you more interested in helping models stay lean in a healthy way or helping top business executives lower their stress? When looking at your dream celebrity client, how does your personality and your background make the relationship a perfect match? What do you offer that no other trainer can?

Research specific clients whom you'd like to target, and identify the unique ways you can help them as a trainer. The client-trainer relationship is a symbiotic relationship

2. Start Small

Let's be honest – you're probably not going to go from training Baby Boomers in Pittsburgh to training Megan Fox overnight. Everyone has to start somewhere, so start pursuing your ideal client on a smaller scale.

If you're targeting movie stars, find a promising up-and-coming actor and offer to train them pro bono. The same goes for amateur athletes and rising business stars. Do a great job, cultivate the relationship, then stick with them as their star rises and the cash starts flowing in.



No matter how successful or well-known they are, celebrities are just people. Being a celebrity personal trainer simply means catering to the particular needs of your client, just as you would with any client. The main difference is that celebrities may have more privacy concerns, to which you'll need to demonstrate the utmost sensitivity. High-profile clients also have higher stakes involved in their training – there could be millions riding on how their workouts go, since their bodies and physical appearance tend to define their careers. Once you've connected with an ideal high-profile client, do everything you can to exceed their expectations. A strong ongoing relationship with one celebrity client will surely lead to referrals to their high-profile friends.

3. Get Social

Social media has made formerly inaccessible people accessible. Begin following your ideal clients on Twitter and interact with them on Facebook. Use social media to break in to the world you want to live in. By doing so, you'll begin building relationships with potential celebrity clients and celebrity personal trainer colleagues.

Next, connect with a celebrity personal trainer who is currently training your ideal clients, and ask them for guidance and advice. The more you 'hang around' those you want to work with, the more recognizable your name and brand will become.

Then, when you take the relationship a step further in steps 4 and 5, you will be approaching someone who is at least somewhat familiar with who you are and what you do.



4. Search

High-profile celebrities have teams of people helping them manage their lives and their careers. Your job as a celebrity personal trainer is to become part of that team and work with your client's agents, managers, personal assistants and PR representatives to keep things running smoothly. In this way, your relationship with 'the team' is just as important as your relationship with the client. And since the team will generally be more accessible than the celebrity, building relationships with them is a great next step. Use WhoRepresents.com to find out who represents your target client. This website will have contact information for their "people," including agent, manager, PR firm, and so on. Connect with as many team members as possible on social media, and do your research to find out what you can about the client's current personal trainer.



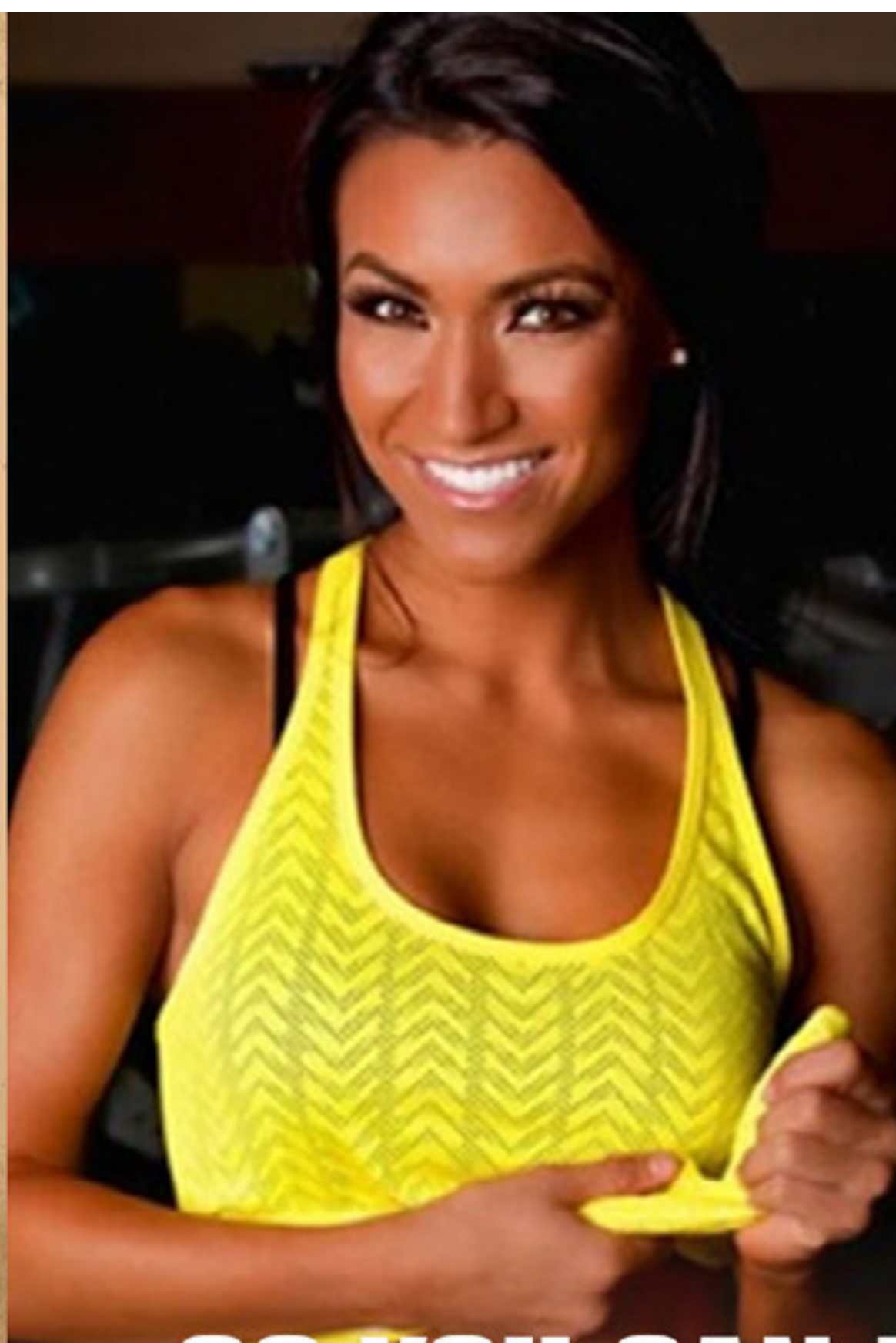
5. Network in Person

Chances are many of your "regular" clients came to you through word of mouth. Your celebrity clients will be no different. This means you need to network – both online and offline – within the 'celebrity world' of your target client.

If you live in the same city as your target clients, hang out where they hang out. Join the same gym, frequent the same restaurants and coffee shops, and do what you can to get yourself invited to the same parties and events. (When in doubt, check the nearest tabloid magazine to find the latest celebrity haunts).

If you live in a decidedly 'non celebrity' city, you can still network online, fly to conferences and events, or focus your efforts on high-profile business clients or celebrity athletes instead.





SO YOU CAN HAVE THE PROFESSIONAL CREDENTIAL THAT MATCHES YOUR PASSION!

 **CLICK HERE**

Fitness is your passion. But how do you take that passion and have a business which gives you a great lifestyle? This is how you do it! Complete training, coaching and business model. Enroll now!



www.NESTAcertified.com



"..... If you automate email but don't combine it with text message marketing, you're missing out hundreds, even thousands of potential leads."

Convert Clients in your Sleep

5 Proven Ways to Automate Email and Grow Your Client base Fast

You absolutely, positively, need to automate email marketing. Why? Because if you don't, the growth of your entire business is dependent upon how much time you personally have to dedicate to your business each day.

There are only 24 hours in a day, and trading time for money is not an effective strategy for creating a scalable fitness business. A scalable business is one that can...

- Grow exponentially
 - Generate passive income
 - Create profitable revenue streams that do the work for you
- When you automate email marketing and all of your marketing efforts, you take the first step towards creating a financially viable fitness business that has the potential to grow into a worldwide brand.

Here are 5 simple, proven ways to automate email marketing, integrate that marketing with social media, and solidify your marketing efforts through targeted text messaging.

Create Email Autoresponders

An email autoresponder campaign is the most effective way to introduce a new subscriber to your personal fitness brand. When someone

raises their hand and opts in to your email list, you have a golden opportunity to usher them into your tribe. Chances like this are incredibly valuable and must be treated as such. So what happens once a new client or prospective client opts in to your email list?

If you don't have an autoresponder series set up, you will have to manually connect with them by creating and sending a new email

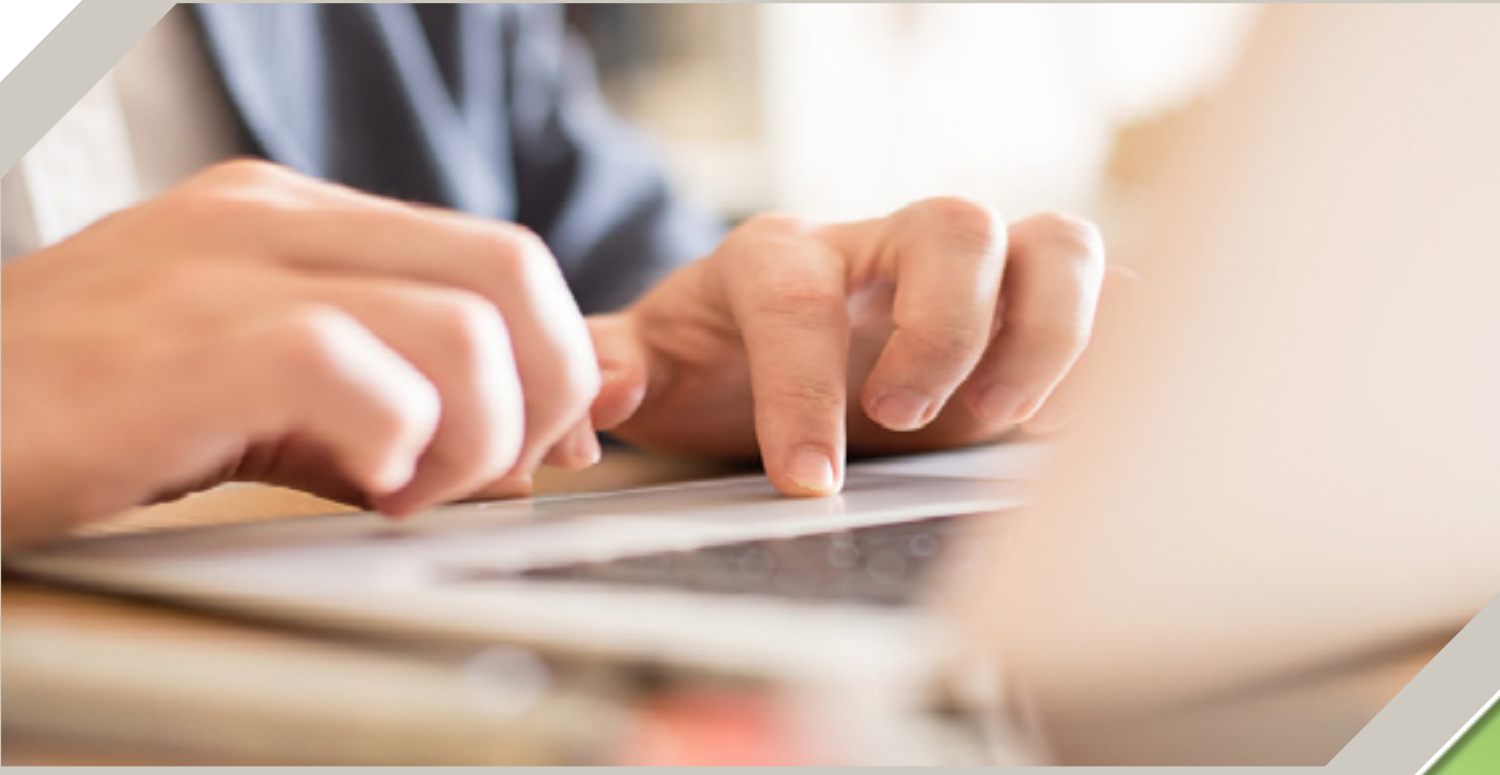


blast. If you're lucky enough to be getting 5, 10, or 50 new subscribers per day, this could easily turn into a full time job. The process by which a new lead is ushered into your sales funnel or content marketing plan needs to be seamless – that is to say, it needs to be automated. Here is what an effective email automation sequence looks like:

1. Prospect opts in to your email list via your website
2. The prospect automatically receives a welcome email, asking them to confirm their email address and subscription to your list.
3. Once they've confirmed, the prospect automatically receives your lead magnet or another free gift that's been offered for joining your list.
4. Over the next week, the prospect receives

a series of 4-7 emails, all of which provide highly valuable content and all of which are automated.

With a series like this, you're building a relationship without having to spend hours reinventing the wheel each time you get a new subscriber.



CLIENT CONVERSION: How to get to Buy



Use Existing Content

You do not need to reinvent the wheel every time you share email marketing content. Your email newsletter can be repurposed from your blog posts, from previous emails, or from a great podcast episode you recently listened to. Keep in mind that the average email open rate for the Fitness Industry is just under 24% (source: MailChimp 2015). This means that any email marketing communication you send will likely be missed by 76% of your list. Repurposing and recycling existing content, and even sending repeat content every few months, is a great way to save time and automate email marketing.

Integrate with Social Media

In addition to saving time and money, automating your email marketing processes will expand your reach. Just like you don't need to manually send an email to each and every new subscriber, you don't need to waste time sharing your awesome email content on 10 different social media platforms. Let your subscribers and your email program do the work for you instead!

- First, include social sharing links in every email you send, including your email autoresponders.

Second, ask for the share – don't assume that social icons alone are enough to inspire action. Ask your audience to share your content with their like-minded friends who'll benefit from your message.

Third, use your email program to auto-share your marketing

content across your social accounts. For example, Fitnews.tv gives you the ability to publish your email newsletter to Facebook, Twitter, LinkedIn, Google+, and more – all without the hassle and the headache of having to manually post content each and every time.

Combine Email Automation with Text Messaging

Just like with social media, it's most effective to automate email by combining it with other marketing tactics. In addition to integrating your email marketing with all of your social accounts, the fastest way to grow your client base is to add text message marketing to your promotional arsenal. Think about it – what is the easiest way someone can reach you throughout the day? If you're like 81% of Americans, you're constantly checking your phone for text and email updates (source: Pew Research Center, 2014). If you automate email but don't combine it with text message marketing, you're missing out hundreds, even thousands of potential leads. With applications like those available through Fitnews.tv, you can bulk schedule hundreds of targeted text messages right from the Internet, increasing your reach and brand awareness with a single click.

Track Your Results

WARNING: Do not automate email marketing, integrate social media, or bother with text message marketing if you're not going to track your results.

Today's email programs automatically track all of your email statistics, making it easy to see your open rates, bounces, SPAM complaints, and opt-out's. All of this data is crucial to growing your list, segmenting your customers based on behavior, and increasing your client base. Armed with this information, you can tweak and adjust your email autoresponders and other marketing messages for maximum impact.

For example, you can...

- Split test different subject lines to see which get the highest open rates
- Adjust the date and time of emails to improve open rates
- Tweak the number of autoresponders sent to new subscribers based on open and click-through rates

When you automate email marketing, you position your fitness business for maximum growth now and in the future. In addition to saving you hours of time each week, automating your marketing processes will free you to focus on the more personal, individualized aspects of your business, such as working with clients one-on-one or in a group. You'll also be able to extend email automation into other areas of your marketing like social media and text messaging.

The **average** email open rate for the Fitness Industry is just under 24%

Are you ready to automate email, social media, and text message marketing? Fitnews.tv has everything you need to create dynamic, targeted email and text campaigns for your fitness business.

Find out why more fitness professionals use Fitnews.tv as their ONLY all-in-one online marketing tool by clicking here now: <http://www.fitnews.tv/>





MMA CONDITIONING COACH CERTIFICATION

Learn the science behind the knockout and the tapout!

Benefits:

- ➔ Tested & proven business models
- ➔ Rapidly increase your income
- ➔ Network with world class faculty/members
- ➔ Ongoing support for your total success
- ➔ Earn the credential of distinction

Program Features:

- ➔ Comprehensive 70+ hour training program
- ➔ 100% online (no travel costs)
- ➔ NESTA, NASM, NSCA, ISSA approved



GET CERTIFIED TODAY! VISIT WWW.MMACA.net

GOOGLE +

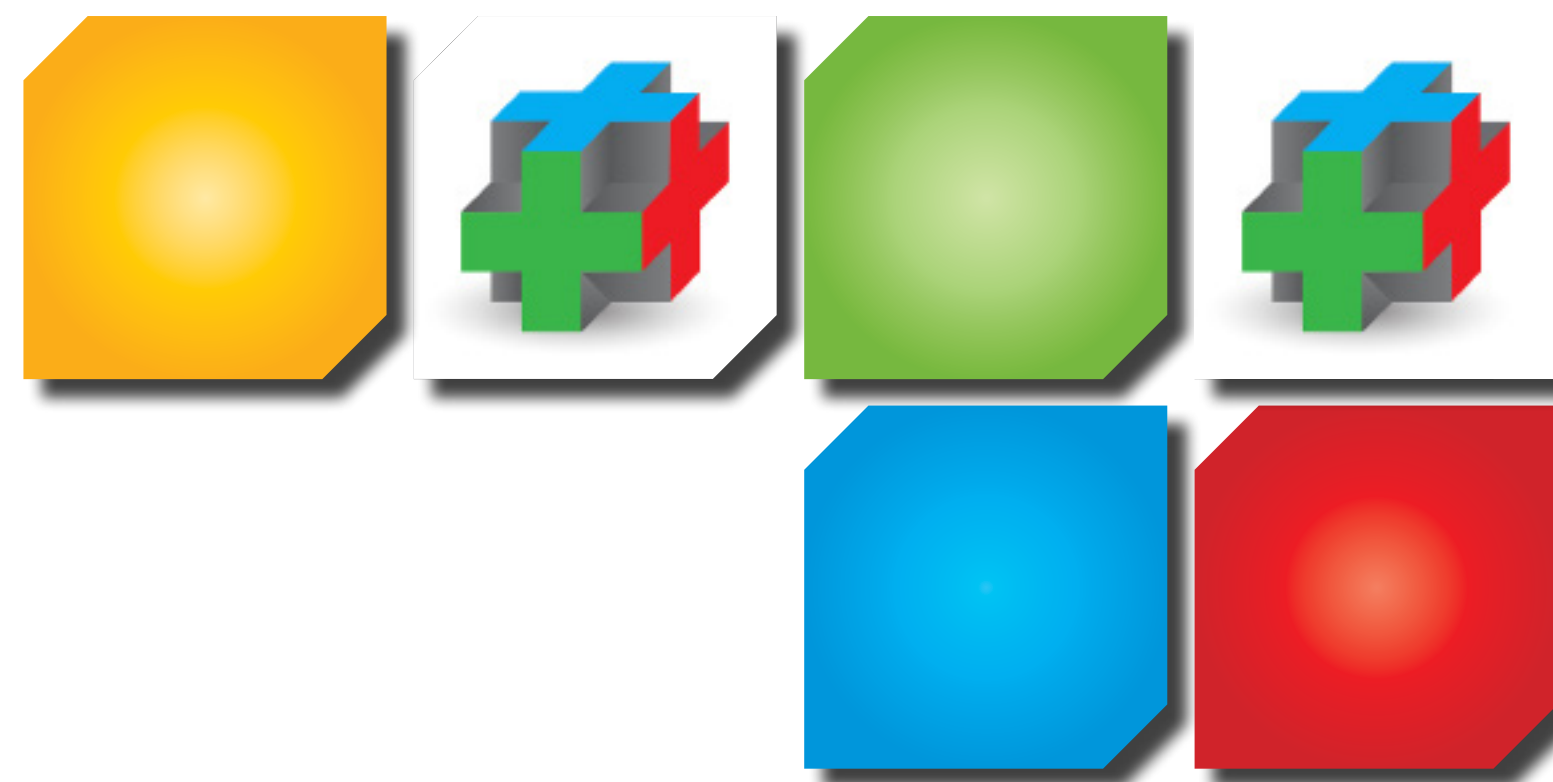
Top 10 Social Selling Tips for Fitness Professionals and Wellness Coaches

“

Fitness and wellness isn't your job, it's your business ...

”

GOOGLE + AND WHY YOU SHOULD CARE



Fitness and wellness isn't just your job, it's your business.

Helping people lose weight, look better, and achieve their goals motivates you every day. You want to share your passion with new customers.

Google+ (also known as Google Plus or G+) helps you reach new customers and build a brand. When you have a Google+ page, you're visible to potential customers on all Google platforms including basic search and maps. Here are the key numbers that show why Google+ is important for your fitness or wellness business.

- 2nd largest- social network
- 150 million- active users
- 50% of users- log into Google+ daily
- 33%- the growth rate per year of Google+

Get Known / Get Clicks

It is important for search engine optimization (SEO) that you use Google+. Simply put, you want to engage in activities that boost the number of organic clicks for your business. You might read this statement and say "Huh?"

Organic clicks refer to the natural placement on search engine results. These are the listings below the paid ads you find on Google. As paid ads are often budget-busters for small businesses or self-employed individuals, it is necessary to develop tactics that get you on the first page of search results. Research shows that 75% of people who do a Google Search never go past the first page.

Put a Plan in to Action

Your strategy is to use Google+ to increase visibility and sales. As we detail, Google+ has a stronger visual component to it than other social networks. This fact makes it valuable to fitness and wellness coaches. They can demonstrate, rather than just say, what they do.



Recent analysis discovered that not only is posting photos good, but posting a photo with 100 characters of text is the best!

To save you time reading internet articles, we compiled a Top 10 list of step-by-step tactics to build your business and personal brand on Google+.

1. Create an optimized profile

Make sure you list your full contact information such as your address, phone number, and business URL. Use a picture of yourself in an active pose. This image conveys activity. You also need to be aware of this fact: The first review on your About page will show up right under your name, address, and contact information in the search results.

We recommend you contact a client who will give you an honest five star review and ask him or her to do it right away. Just like amazing blog content, quotable positive customer feedback statements are written in short easy to understand sentences that clearly communicate the real problems you've solved or value you've provided. Additionally, write a concise, three paragraph description of your business. We recommend you follow these steps.

1st paragraph - Tell the prospect about your background. List all relevant achievements and certifications. If you're a fitness coach who specializes in self-defense, listing a Black Belt enhances your credibility.

2nd paragraph - Describe your services to the reader. For example, a fitness coach might list that he or she does balance, coordination, and strength training. Let that person know if you offer individual sessions, classes, or seminars too.

3rd paragraph - Use what the marketers refer to as a "call to action." These sentences motivate a prospect to contact you. Example: Get started on your fitness and wellness goals today. Call us at <<insert your phone number here>> or

email us for your initial appointment.

Make sure you incorporate keywords. These are the words that people use to find services like yours. If you're unsure what to write, here is a tip: Ask two friends what words and phrases they would use to find brands and businesses like yours. Sometimes, we get so accustomed to the jargon in our industry, we don't ask ourselves "How does a prospect think?" Wellness, for instance, can mean chiropractic, acupuncture, or nutrition. The About section does not have to be lengthy because you can...

2. Link your brand page to your website

Another tactic to make sure you are making yourself more relevant on Google Search is to link your Google+ page with your website. That way, you can make sure that people searching you on Google+ can quickly access the detailed information on your website. You can connect the two by:

- Webmaster linking
- Direct linking

Another great aspect of Google+ is that you can add a +1 button to your website. +1 is Google's version of the 'Like' button on Facebook. A +1 button allows you to do the following inside and outside of Google+:

- Endorse content
- Share content
- Collect content

When people pull up your website, it lists the number of +1s. A website with 3,000 +1s will stand out in Google search rankings. This feature leverages Google+ across platforms.

3. Verify your business

Sometimes it seems like the internet has been a boon for fly-by night businesses. One way

to differentiate yourself from other people selling fitness or wellness advice is to verify your business. There are several ways to verify your business.

- Verify by phone
- Bulk verification (for 10 or more locations)

Once you verify your business, any updates automatically are posted across Google properties (maps, search). You then receive a verification badge for your Google+ page.

4. Create posts that show your expertise (with pictures and text)

The fact that Google+ is a very visual social network makes it extremely beneficial for people in the fitness and wellness fields. Personal trainers can post pictures of themselves doing martial arts or weight training with brief descriptions. Wellness professionals can post their favorite recipes along with pictures (some people know how to make roasted vegetables look good). The best part is...

Photos with text are, by far, the most popular posts. Photos account for the majority (57%) of posts. They lead on:

- Comments
- +1s
- Re-shares

Recent analysis discovered that not only is posting photos good, but posting a photo with 100 characters of text is the best method to drive engagement. This particular formula (picture & 100+ characters) outpaced link dropping, text, video and even photos with less than 100 characters. Make posting part of your routine. Set a goal to do one post per day. Over the course of a week, try to make one post promotional and the other four educational. Don't worry that you're not relentlessly pushing your business. The soft sell approach of a post that demonstrates how to use weights correctly can have as much impact as a 'bridal boot camp' notice.

HOW TO BECOME A CERTIFIED PERSONAL FITNESS TRAINER

If you have been considering a career in the fitness industry, you will want to watch this short and very informative **FREE WEBINAR**, which explains the step-by-step process to become a Certified Personal Fitness Trainer. It will also explain your educational resources, career options, job opportunities and support provided by NESTA. And, there is a **SPECIAL GIFT FOR YOU**, which is revealed within the video. **Enjoy!**



[Click here for direct link to watch the video on our site](#)



Just like you want to tell people to avoid certain foods, it is important for us to inform you that certain types of posts fail to drive engagement. For instance, links accounted for 27% of posts in one analysis. Yet, links resulted in the lowest average of +1s, comments, and re-shares. You might think you're saving time by posting links, but you're actually wasting time because it is not engaging prospects or existing customers.

5. Enhance your post

Use several elements to make your post stand out from the crowd. Like other social networks, you must use special formatting for your post. To make it eye-catching, you want to:

- Bold the title of the post- enclose the statement with (*) asterisks
- Italics- put underscore (_) at the beginning and end a sentence you want to highlight
- Hashtags- add your own hashtag if appropriate
- Use the '+' or '@' sign- to grab someone's attention

Make sure you put these tips in to action get the most out of your post.

6. Turn your Google+ posts into ads

There is another way to leverage the posts you create on Google+. You can turn your posts into ads. Research shows that Google ads:

- Account for 64.6% of clicks
- Get 50% more engagement than normal ads

You don't need to reinvent the wheel. This activity gives your post further life across the internet. Keep this in mind, 42% of Google+ users interact with a brand's content. Make sure some of that interaction is with yours.

7. Develop a circle

A circle on Google+ is similar to your connections on LinkedIn. You can add up to 5,000 people to a circle. Google+ circles are a great way to target traffic to your posts.

The people in a circle are the ones that form your long-term relationships. It is advisable to start a circle with people in complementary businesses. For instance, a personal trainer wants strong relationships with nutritionists and vice versa. This enables both groups to generate referrals. You also want a circle of current customers so you can increase your engagement with them.

There are several tips to help you successfully manage your circles.

- Select the "Public" option when you want your post visible across Google+
- Use the 'All' tab to choose different settings for each of your circles
- Monitor your 'Home' stream so you know what members of your circles share with you

8. Make engagement a two-way street

Crafting engaging, relevant posts and making them into ads is critical for your strategy. It is important to know what members of your circle are sharing with you. Some suggestions to make the most of your

comments:

- Use the 'Explore' tab to view shared posts
- Pick between 3-5 posts that relate to your field and comment
- Don't just say 'Great post.' Write 1-2 sentences
- Answer questions on your comments

We focused earlier on sharing posts you authored, but you want to make sure you also share content from your industry. You don't want post sharing to be all about you. The point is to position yourself as an expert in your field.

9. Join Communities

In addition to your circle, you want to join appropriate communities in Google+ and distribute posts in them. Communities help you build a credible brand because of several features:

- They are a great way to distribute your posts.
- You can also share posts.
- To reiterate, it is best that you share images, as opposed to links, to get the most engagement.
- Share different posts in different communities.

10. Get active with Hangouts and YouTube

Google+ offers two ways to leverage the power of video. First, it has a great feature to help you get together with customers and prospects. It is called the hangout. Google hangouts allow you to have a live video call with an individual or a groups of up to 9 other people. Here is another great fact. Hangouts work on all major devices! If you're on an Apple device and the customer has an android or personal computer, it's no problem.

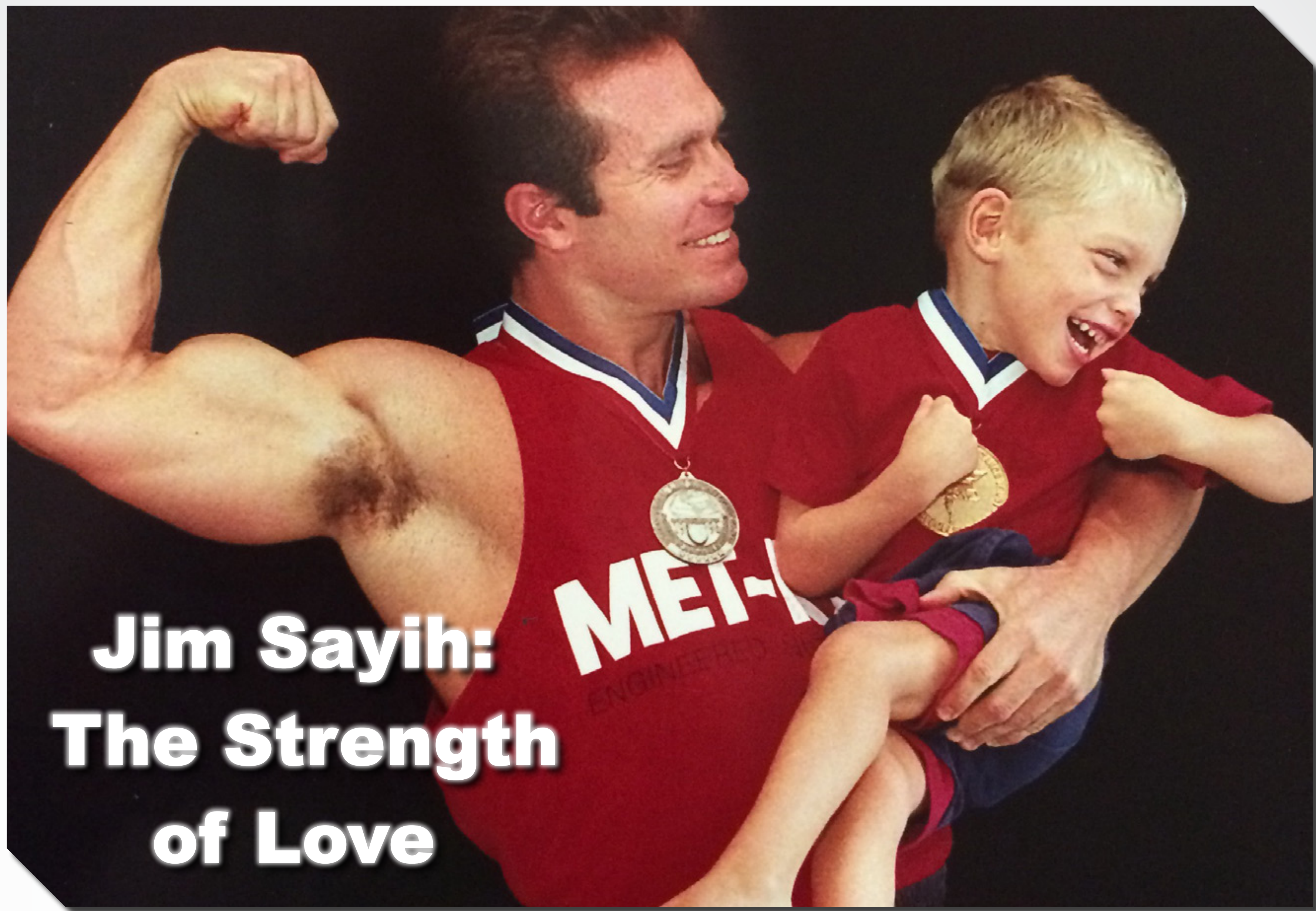
This service offers obvious benefits to coaches. A wellness professional can 'hangout' with a customer who has difficulty sticking to a nutrition plan while traveling for work. Fitness professionals might use the hangout feature to connect with customers who are stuck in their homes because of a snowstorm. Hangouts offer you another means to add value for your existing customers.

Hangouts are not the only way to use video on Google+. You can link a YouTube channel to your Google+ page. Fitness and wellness coaches can put together demonstration videos to attract customers. YouTube videos also showcase your personality.

A Google World With 22% of online adults using Google+ on a monthly basis, this social network is important for your marketing strategy. The tactics listed above promote your brand and increase sales. You need to set aside time for this social network because Google is dominate for SEO. Of the 3.6 billion internet searches every day, Google:

- Serves over 25% of internet traffic in North America
- Owns 65+% of search engine market shares

SEO generates a high number of leads that convert. One study found that the close rate for SEO leads was a stunning 14.6% compared to a 1.7% close rate for outbound leads. Google+ is clearly a sales and



Jim Sayih: The Strength of Love

The Father Son Duo Living a “Can Do” Life Together

Jim Sayih leads a rich life. His sense of duty and service began early. He graduated from Florida International University. Masters of Science in Exercise Physiology and Sports Science, His Bachelors of Science is in Criminal Justice, completed during my Air Force career, which he enlisted at age 17. He began his distinguished Police career in the streets of Miami after serving 6 years active duty with the US Air Force. Jim’s Air Force service was decorated with commendations as a Sergeant stationed in Europe and Asia. In Asia, Jim played football for the Air Force as well as competed in Strongman and Powerlifting competitions. Jim was ranked in the top 5 strongman athletes in Asia. Later, Jim was stationed in Europe. There, he was the only power-lifter on the Air Force Base. The majority were bodybuilders. Jim said he was convinced to compete in the Mr. Italy amateur

bodybuilding competition. He won two years in a row, was featured in Muscle & Fitness magazine in Italy and was hired to lecture (In Italian) how to lift weights and lose fat. That was the beginning of Jim’s Fitness Career.

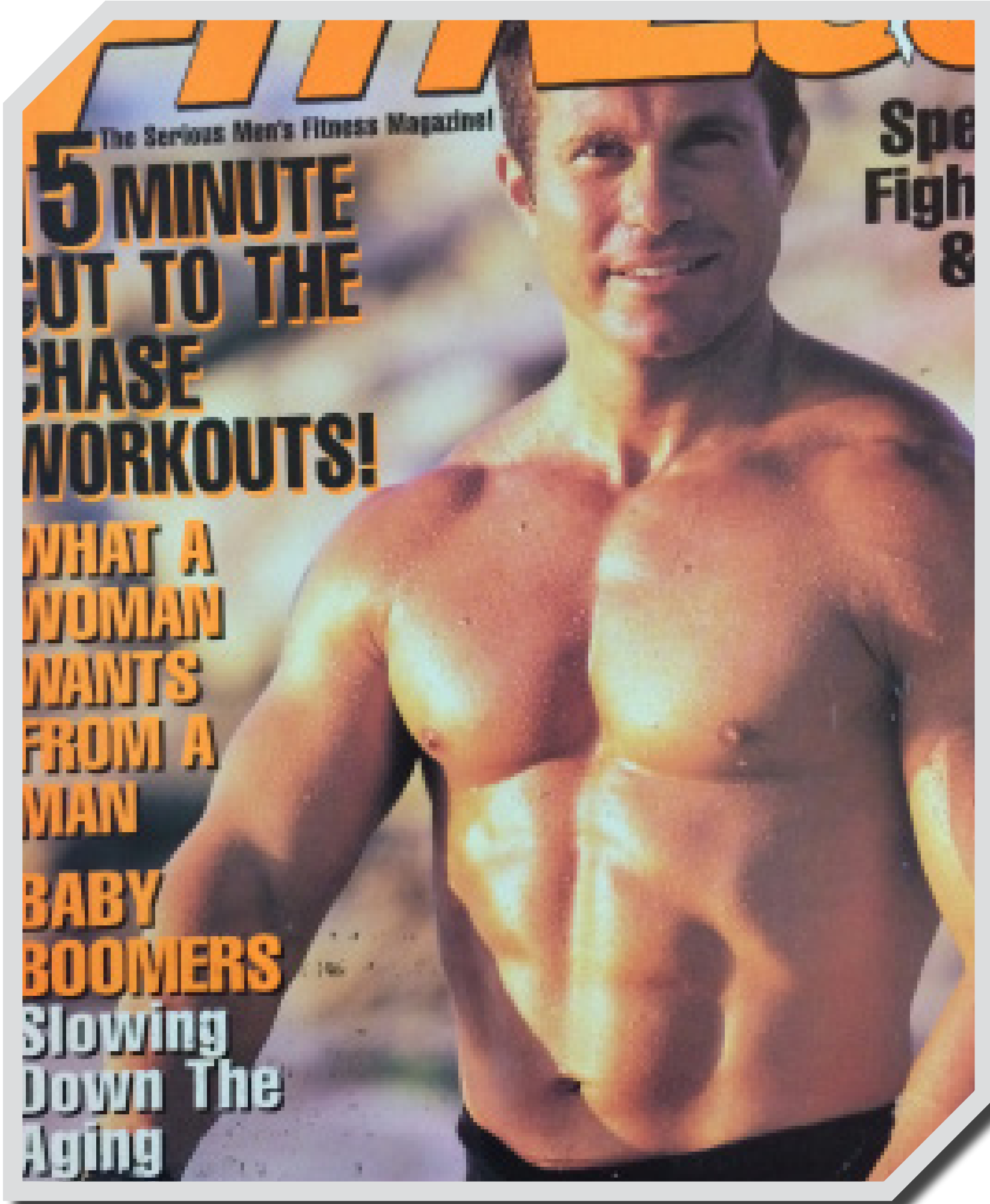
After establishing himself within the Police organization, Jim started to compete in the World Police & Fire Games (WPFJ). This is the Olympics for 911 Responders. Jim has competed in the Games as far as Australia, Sweden, Dubai, and the USA.

I asked Jim how does someone with so much drive start his day.

“My morning routine starts with a cup of Black Dark Puroast Low Acid coffee, sitting on the coach at 5:30am. Then CrossFit at 6:30am and Adventure Boot Camp. Afterwards, I’ll strength train followed by

some rowing or running. Then breakfast and my day with my son Michael.

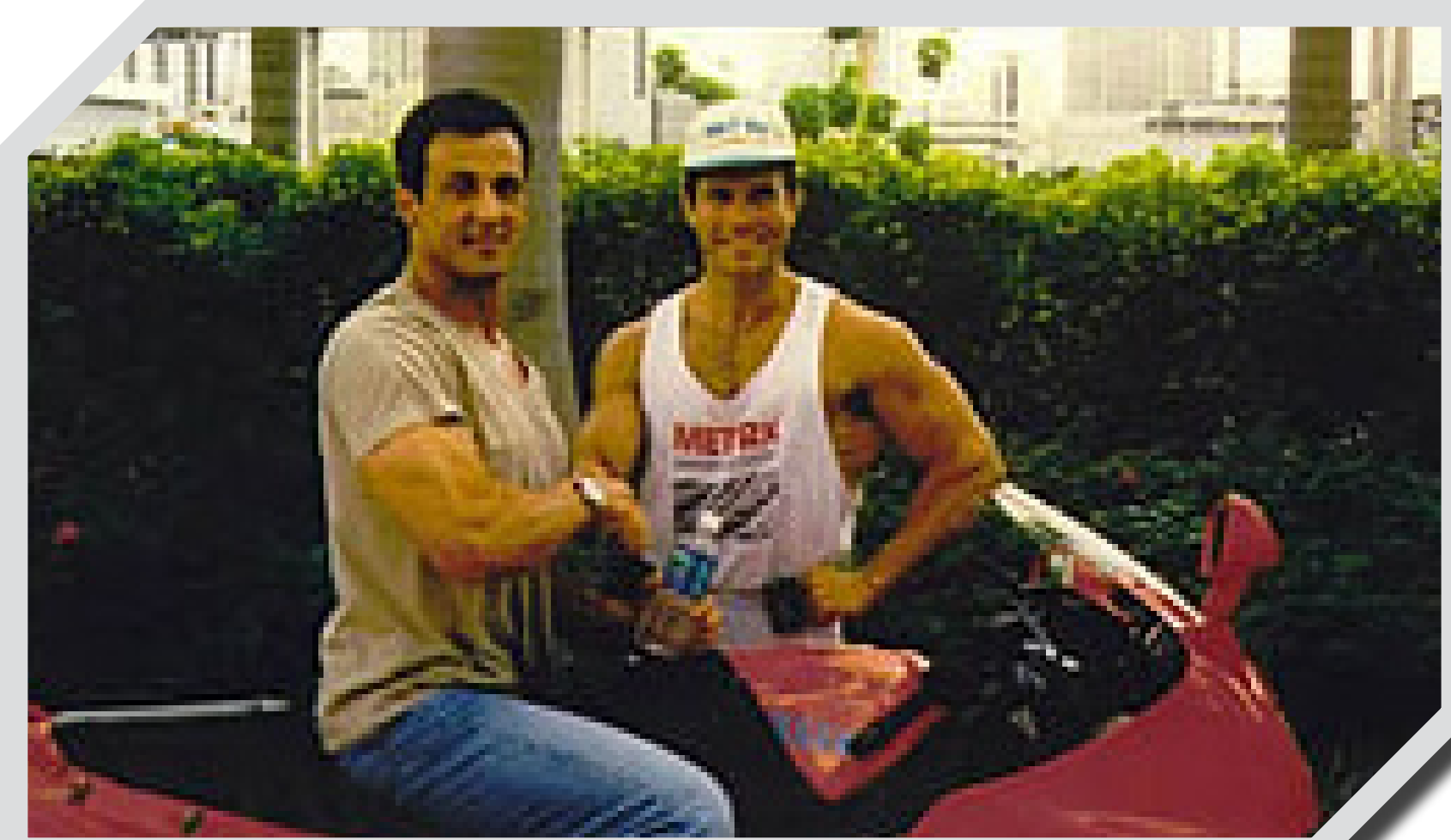
My internal strength comes from God, teachings from the Bible and the values that come from living a service oriented life. Life’s challenges sharpen me to be better so that my contribution to Life is better served.



Before children, living life as a Fitness Trainer, International Athlete and Police Officer, Jim decided it was time to create 911 Fitness, a national company to develop wellness programs for 911 Organizations, including Peer Fitness Trainer Certifications, using ACSM guidelines. According to Jim, sports nutrition manufacturers began contacting him to conduct studies and other opportunities. Jim's life became full of exciting adventures.

One of Jim's first adventures was the birth of his first son Adam, then one year later, on Adam's birthday Michael was born. That's right; they have the same birthday one year apart. According to Jim, this is when life became a true adventure, producing the best years of his life, as a father, police officer, athlete and

The Toughest Cop Alive is Jim's favorite event, which includes 8 strength and endurance events completed in one day. This path also led Jim to teaching his peers how to train for competitions. During this period Jim became a certified trainer through ACSM, NSCA and NESTA. Jim also completed his Masters Degree in Exercise Physiology & Sports Science at Florida International University.



Sylvester Stallone and Jim Sayih





When Michael was born he weighed 3.7 pounds, a sharp contrast to Adam, who's birth weight was 10.0 pounds. Michael was born in the Emergency Room two months before his delivery date. Somehow, the Placenta tore from the Uterus depriving Michael of oxygen causing severe brain injury. The area of his brain most injured is the "Mid-Brain" which is responsible for coordinating all motor activity. Jim said Michael recovered in the ER for 10 days and was discharged as normal, healthy. Jim said he did not know about the brain injury until six weeks later when he admitted Michael to a hospital for a routine ear infection. According to Jim, Michael was given multiple tests, including a CAT SCAN, which revealed Michael's brain injury. Jim said when he sat with the Neurologist to hear the explanation of Michael's brain injury things became cloudy, like a dream. Jim said the doctor recommended that Michael be institutionalized. According to the doctor, Michael would never eat, speak, walk or function in society. Michael would be dependent on others to care for his needs.

As Jim listened to the recommendations, all he could think of was how could he help Michael

function and where could he find resources to make it happen. Jim said his thoughts of how the human body is so dynamic and



adaptive to change, stimuli and resilient, he was determined to give Michael a life that everyone enjoys. Searching Jim found a organization in Philadelphia that provided training with practical lessons on how to perform therapy at home to stimulate all the senses. Managing many volunteers in his home to perform therapy on Michael 8 – 12 hours per day, "The house looked like a physical therapy clinic".

At the age of 5, Michael participated in his first Duathlon with his brother and Jim. Enjoying every minute, Jim and his sons ran multiple 5K Runs and bicycle events together. At the age of 14, Michael, Adam and Joey, a son Jim adopted later, all ran the Marine Corps Marathon in Washington DC. Looking for more adventure, Michael, his brothers and Jim participated in several Natioanl 100 mile bike rides for charity in California, Boston, Washington DC and Florida.

Michael enjoyed the events so much, he asked to Jim to register for the Miami IRONMAN and other Triathlons, which they completed. Reminiscing, "Michael celebrated his 18th birthday by skydiving 14,000 feet with his best friend, his father." His jump can be seen on youtube.

Michael enjoys a fulfilled life of interacting with friends. A local celebrity, he enjoys working at Miami Dolphin Stadium and the BB&T Hockey Arena greeting fans. Just like any young adult, "Michael calls friends with his cell phone and uses his computer to surf the web and social media", says Jim.



“Life with a person who has physical challenges has made me a better person. I’m honored to be the parent of Michael...”

Jim says with a smile, “Michael recently asked to join a team competition called BattleFrog 15K, which is an Adventure Race with multiple obstacles, designed by Navy Seals.” Jim was granted permission to include Michael. Out of the 30 obstacles, Michael completed 28. Jim said the team members (12) of his gym all helped carry Michael over the obstacles, including multiple water, swimming challenges. Jim said his members were inspired by the teamwork and drive they experienced to take Michael to the finish line. Jim said many who witnessed his team carrying Michael cried and stared in shock that a quadriplegic was competing in BattleFrog 15K.

Michael has made significant progress at therapy, Jim says. Michael’s newest trend is to walk across the finish line at various races, according to Jim. Jim said that recently they ran the Georgia Half Marathon and as they approached the finish line, Michael asked Jim to be removed from the Jogging Stroller and assist him to walk the last 25 feet to the finish line. Spectators were moved by Michael’s determination to walk, struggling with each step, Jim says.

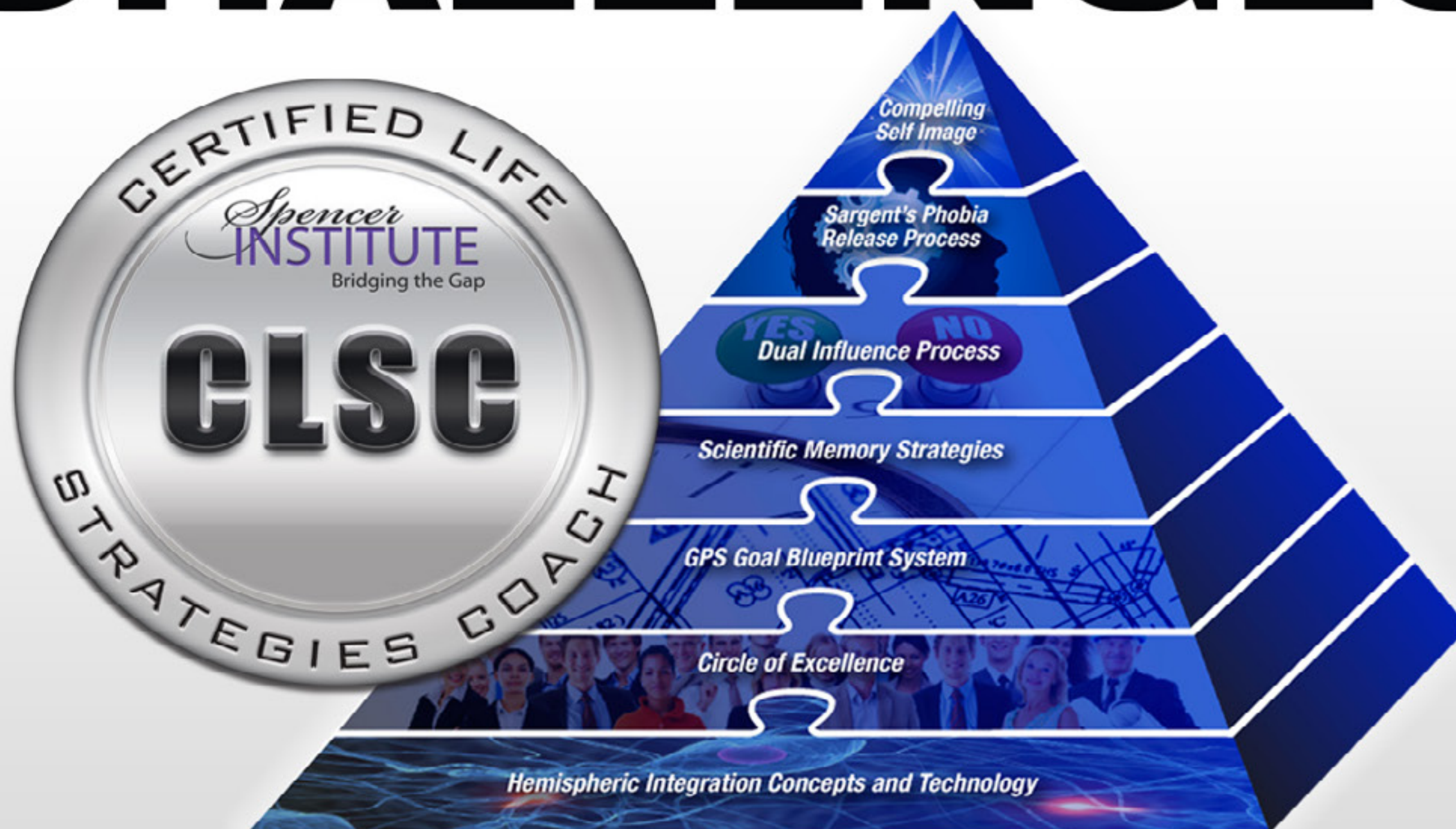


Michael goes to Jim’s 911 Fitness Center in South Florida daily, said Jim. Members interact with Michael always eager to hear what new adventures Michael is planning. In fact, Michael is opening a non-profit to be a resource center for those with disabilities as well as organize racing teams like him and Jim for races in their community.

“Life with a person who has physical challenges has made me a better person. I’m honored to be the parent of Michael and very thankful for all the past experiences.” Jim is excited for what the future will bring. He believes his experiences as an athlete and trainer have prepared him to be a better parent for Michael. Michael has prepared Jim be a better trainer, with increased compassion, tolerance and understanding.



FINALLY YOU WILL HAVE THE **SKILLS & CREDENTIALS** TO GUIDE YOUR CLIENTS THROUGH LIFE'S **CHALLENGES**



Introducing the most comprehensive and easy-to-follow life coaching system ever developed. This is your step-by-step blueprint for life coaching business and career success.

100% Online Learning
Affordable Tuition

Endless Career Options
Easy Add-on to Your Training Business

CLICK HERE FOR DETAILS

www.spencerinstitute.com



Top 10 YouTube Video Marketing Tips and Techniques for Fitness Professionals

When you're in the fitness field, you don't want to just tell people what you do, you want to show them. Video serves this purpose. Consider these important stats about the power of video in business

- 70% of the top 100 search engine results contain video
- 52% of consumers say videos help them make a purchasing decision
- 144%- how much more likely people are to buy a product after watching a video. When people think of a site that is rich in video content, one name immediately comes to mind. YouTube.

YouTube for Business

YouTube makes it easy to use videos to build a great fitness brand and reach new customers. When people think of YouTube, they often think of their 40-something neighbor who likes to watch old '80s music videos or, of course, cat videos. However, YouTube is great for business. YouTube leads other social media sites with:

- The longest average time on the site
- The highest number of pages per visit

YouTube offers small business owners like fitness coaches ease of use. You can upload videos from your computer, phone, or tablet. It is also integrated with Google+. This fact means that someone who finds you during a Google+ search automatically sees your YouTube videos. A potential customer now sees you in action. Videos also give your Google+ page a more polished look.

There is only one drawback. YouTube is huge. How huge? Here are the facts.

- It's the third most popular website in the world.
- It's the 2nd most popular search engine. Only Google is bigger.
- More than 100 hrs of video get uploaded to the site by the minute.

You can't just put a video out there and hope it goes viral. You need to make video marketing part of your brand and business-building routine. We provide these detailed Top 10 tips to get the most out of your YouTube account.





Create your own channel

You then need to describe who you are in text. Hit on your most marketable points. Mention relevant credentials (example: a Black Belt for a Martial Arts Instructor). If you've been in fitness for a while, state the number of years you've been in business or the number of people you've helped reach their goals. End the "About" section by writing about the videos you'll post. YouTube offers various tools to make your site look great. You can customize it with banners and background images. It also allows you to incorporate a logo or other brand features into your channel.

- Click on the menu icon
- Select "My Channel"
- Click on "About"

02 ▶ Create an introductory video

YouTube offers fitness pros the opportunity to put your personality in front of potential customers.

With any social, you need to describe your services.

By its own metrics, the most popular videos are 2 minutes and 1 second. 1. Have a friend or colleague take the video. You don't use awkward selfies for your LinkedIn or Google+ profiles. 2. By the same token, you need a steady hand filming you so you create a good impression. 3. Shoot the video in an appropriate place. Whether you work in a gym or a studio, you need your workplace in the background to convey the right image. 4. Tell the audience your name and make a brief statement about why you're passionate about fitness. 5. Give a concise overview of your services. Tell viewers if you offer personal training sessions, weekly classes or special seminars. 6. Call to action. Ask viewers to subscribe or go to your website to learn more. Make sure every video you publish contains a call action.

Please note: If you upload content from your desktop, make sure you select 'Publish' so your video is made available to the broad viewing public. There is also a YouTube app so you can upload videos from mobile devices.

03



Put your content on it

After you set up the channel, you want to create and upload videos. Studies consistently show that the most popular YouTube channels publish content on a regular basis. You read this statement and say, “What am I going to put on there?” Here are some ideas so you don’t have to reinvent the wheel to keep your channel relevant.

Post workout demonstrations. This one is rather obvious. YouTube enables fitness professionals to demonstrate exercise techniques for prospects.

Use Google Hangouts. If you have a Google+ account, you probably use the Hangout feature. Keep in mind, you can post that video to your YouTube channel. Instead of saying you help stay-at-home moms with their fitness goals, you can post the video (make sure get permission if you are posting people’s images).

Get video testimonials. Research shows video testimonials have a greater impact than written ones. Think how impressive it is to hear someone talk about your workouts as opposed to just seeing it in writing.

Create a collaborative video. Do you know someone in the wellness field? Ask him or her to make a video with you about practical steps people can take to eat right (wellness) and exercise (you). This type of video gives both of you professional exposure.

Repurpose informational videos. Did you make a video to celebrate the opening of your business? This type of content can be used for a YouTube Channel.

When you’re posting content, be sure to:

- **Verify your channel!** When you verify your YouTube channel, you can broadcast videos longer than 15 minutes.
- **Include a call to action.** It bears repeating. If you want subscribers and customers, you need to ask for their business.

If you’re unsure how often to post, look at the most popular channels. See how often they publish. Then make sure to develop a routine (example: once a month) that works for you.

◀ 04

The absolute, number one, must have link is...Your website!

Research shows that your website is 50 times more likely to appear on the first page of search engine results if it has video. With the link, people can go right from YouTube to your site. What a great benefit! You can add links to other social media sites. We discussed earlier that Google+ is integrated with YouTube. LinkedIn also allows you to add a YouTube video to your profile. This action differentiates your profile from the majority of résumé-like pages.

Whether you put a link in your Twitter feed or a video on your Facebook page, your YouTube content can make all of your social media tools more effective.

Link it, to drive traffic

05 ▶



Use video keywords

Pick keywords (example- abs workout) and use them in a Google search. If you see video results on the first page, you should consider using those keywords. If your keywords fail to produce video results on the first page of Google, don't use them.

Make sure you use keywords in titles and tags. We recommend using YouTube's suggestions at first, but feel free to experiment as you become more comfortable with YouTube. Remember, marketing is sometimes as much art as science.

06 ▶



Write keyword rich descriptions of videos

Here is an example :

In my ten years as a fitness coach, I've helped people from all walks of life. I listen to you so I can create a fitness routine that you stick with for years. My customers not only exercise with me, they learn how to do cardio workouts at home. I offer coaching sessions in the evenings and on weekends to accommodate your busy schedule.

Make sure you use your target keywords (in this case, cardio workouts) multiple times in every description.

◀ 07



Video thumbnails are quick snapshot of your video. You want to pick a thumbnail that shows you in the most attractive light. The payoff for using thumbnails is huge. YouTube videos with an appealing thumbnail increased clicks by: 154% for women - 64% for men

Make sure to always select a thumbnail after you upload a video and save changes. You can even create custom thumbnails if you verify your account.

Create a great thumbnail



◀ 08

In your introductory video, we closing the video with a call-to-action. In layman's terms, you're asking the prospect to take action. YouTube relies heavily on user experience signals, and it offers annotations to assist you in getting prospects to take action.

Annotations are the clickable text overlays in videos. You can ask viewers to: • Like or share the video • Subscribe to your channel • Go to your website. Don't make it excessive. The goal is to get the viewer to take action, not annoy people.

Always Ask (for subscribers and business)

09 ▶



Be More Effective

- Once you have 10 videos, we advise you to create a playlist. Playlists allow you to group videos around a theme. For instance, you might have different videos that demonstrate exercises people can do at home. A playlist organizes them for the viewer. Again, you want to write a detailed description with appropriate keywords.
- Go to the discussion tab. If no one started a discussion, you can begin one.
- Post status updates. You can post text by clicking on the Home tab. For example, you might want to write about any special offers.
- Use subtitles. Hearing impaired individuals can now read how to do your workout and how to contact you.

10 Put Your YouTube Videos in Your Marketing Materials

You can use your YouTube videos in other types of marketing. Here are some startling statistics.

Embedding a YouTube video in your emails increases:



- Your click-through rate by 96%
- Subscriber and lead through to onversion rate by 51%

These facts show you can greatly improve the effectiveness of your email marketing by simply using existing videos. You can also embed YouTube videos in a blog. Readers are now viewers too. This act really helps you get the most use of your videos.

Be consistent, Get Results

In fitness, you need to develop a routine and stick to it to get results. Marketing follows the same principles. As a fitness professional, you have many opportunities to put out great content and use it across social media.

Your Total Fitness Marketing Solution



- ✓ MORE LEADS
- ✓ MORE CONNECTIONS
- ✓ MORE BUSINESS
- ✓ MORE MONEY
- ✓ MORE FREE TIME



Email Newsletters
Text Messaging
Integrate Social Media
Totally Mobile

Try it for just
\$1.00





THE PERFECT ADDITION TO YOUR FITNESS CAREER?

Becoming a Certified Holistic Life Coach gives you the skills to help your clients fulfill their goals of improving overall health, reducing stress and living a better life.

Earn the "Certified Holistic Life Coach"
professional credential

New career or perfect add-on to
fitness training

100% Online Training

Unlimited educational and career support

Fun, interesting and interactive learning

CLICK HERE FOR DETAILS

www.spencerinstitute.com

EARN YOUR HIGH-LEVEL

Personal Fitness Trainer Certification

— YOUR BENEFITS INCLUDE —



100% Online Learning
Affordable & Accelerated
NCCA Accredited
Fun and Interactive Learning

**So You Can Have
the Fitness Career
of Your Dreams!**

www.NESTAcertified.com



CLICK HERE FOR DETAILS

PTM Magazine

NESTA, Inc.

Tel: 1-877-348-6692

Web: www.nestacertified.com

Email: nestanews@nestacertified.com

May 2015 - Issue 04

Personal Trainer Magazine - An Ellis
Production/ With an i



1 28066 91644 5